

February 2017

Bureau of Emergency Management Services Omnibus Report

TELEPHONE & ONLINE SURVEY, FOCUS GROUPS



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Introduction & Methodology

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DHM conducted a series of three research projects for the City of Portland Bureau of Emergency Management (PBEM). The purpose of the research was to assess individual and neighborhood preparedness for natural disasters or large-scale emergencies and to explore barriers and motivators to preparing. Results will help PBEM develop communication and outreach efforts to encourage higher levels of neighborhood preparedness in Portland.

Research Methodology: From November 10 to November 14, 2016, DHM Research conducted a telephone survey of 804 Portland residents. The telephone survey took approximately 10 minutes to complete. Respondents were contacted by a live interviewer from a list of registered voters, which included cell phones. Quotas were set by area of the city to ensure a representative sample.

From January 5 – January 14, 2017, DHM Research conducted an online survey of Portland residents. The online survey consisted of 399 Portland residents and took approximately 20 minutes to complete. Respondents were contacted through a professionally-maintained panel. Data was cleaned for duplicate responses, incomplete responses, and invalid data prior to analysis.

The online survey included an additional sample of 174 residents who have participated in the City of Portland's Neighborhood Emergency Team (NET) training, or who have expressed interest and are on the waitlist for the trainings. Residents were invited to participate in the online survey from January 5 – January 25 via communications from the Portland Bureau of Emergency Management office. Responses from the NET list are reportedly separately in the Appendix (Appendix B) and not in the body of the report unless noted otherwise in the text.

In gathering responses for both the telephone and online surveys, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Both surveys consisted of a sufficient sample size to assess resident opinions generally and to review findings by multiple subgroups, including age, ethnicity, and area of the city.

Fifteen Portland residents attended two focus groups held to discuss emergency preparedness and test messaging. Eight young adults attended one session held on February 23; seven lower-income parents attended the second session held on February 25.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for the telephone survey is +/- 3.5%. The margin of error for the general population online sample is +/- 4.9%. There is not a calculated margin of error for the online NET sample.

The focus groups were led by a professional moderator and consisted of both written exercises and group discussions. Although research of this type is not designed to measure with statistical reliability the

attitudes of a particular group, it is valuable for giving a sense of the attitudes and opinions of the population from which the sample was drawn. Key findings from the focus groups are highlighted throughout the report. Each section reviews a major topic from the group discussions and includes representative quotations, as well as evaluative commentary. The quotes and commentary are drawn from both written exercises and transcripts produced from recordings of the group discussions.¹ The referenced appendices provide the complete responses to all written exercises.

Surveys and focus groups were conducted in English and thus included only those with adequate English proficiency to complete the questions or engage in conversation.

DHM Research: DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

Brink Communications: Brink is a full-service communications, PR and marketing firm focused on “communications for good.” The woman-owned firm works with public-sector and nonprofit clients to create positive change, based in the principles of behavior change psychology and community-based social marketing.

¹ Quotations were selected to represent the range of opinions regarding a topic, and not to quantitatively represent expressed attitudes. Some have been edited for clarity to ensure correct punctuation and to eliminate non-relevant or intervening comments.

Summary & Observations

2

Portland residents are largely aware that a natural disaster could happen. This awareness may not be enough to drive people to prepare for disasters, however.

- 74% of Portland residents indicate that a large-scale natural disaster or emergency is likely to happen.
- 77% of Portland residents are concerned about a natural disaster or emergency that would leave their household without electricity or water for at least two weeks.
- Although most Portlanders are concerned, fewer have taken steps to prepare: 52% of residents have made an emergency kit for their household; 46% have talked with family members about where to meet in case of disaster; 37% have developed a plan for what their household would do in case a disaster left them without electricity or water for an extended period of time.
 - People in households earning more than \$100,000 and those with children in the house are more likely to have taken steps to prepare for an emergency.

Residents expect to rely on themselves, people in their households, and family or friends first in an emergency situation.

- In an open-ended question about who they would rely on first to provide help in an emergency or natural disaster, residents most often identify themselves (25%), reflecting a strong individualist perspective.
 - Family members, in particular significant others, are also a top mention (23%), followed by neighbors (14%).
- Around eight in ten residents are confident they can count on other household members, family and friends in the area, neighbors, or local emergency responders to provide help within the first three days of a natural disaster or emergency.
 - Residents are typically *very confident* they can rely on other household members (66%) or family and friends (58%). The degree of confidence is slightly lower when it comes to neighbors: 42% are *very confident*, 38% are *somewhat confident* they can rely on neighbors.
- Residents may have unrealistic expectations about the ability of family or friends who live nearby, but beyond walking distance, to provide help.
- Half of residents (50%) are confident they could count on national relief agencies, such as FEMA, in the first three days following a natural disaster or large-scale emergency.
 - This belief, as well as that of the eight in ten who expect local emergency responders to provide help within the first three days, suggests expectations of emergency responders or relief agencies may also be unrealistic.

Although residents are open to the idea of working with their neighbors to be better prepared, there is not a shared understanding of what neighborhood preparedness looks like or what steps need to be taken.

- Residents do not connect the terms “emergency preparedness” or “disaster preparedness” to neighbors; they most often associate these terms with individual or household preparations.
- Just under one in three residents are uncertain whether their neighborhood is prepared (27%), which may reflect both lack of knowledge about what their neighbors have done to prepare and lack of knowledge about what constitutes preparation at the neighborhood level.
- 15% of residents have talked to their neighbors about what to do in an emergency.

- 9% - 16% intend to talk to their neighbors, but most have not and do not plan to (68%).
- There is considerable room to educate residents about the value of talking with their neighbors about emergency situations as one step in emergency preparedness.
- Portland residents say that feeling more connected to their neighbors and having more opportunities to have that conversation would help motivate them to talk to their neighbors.

Portland residents believe knowing their neighbors is a first step in neighborhood preparedness. Those who are more connected to their neighbors also feel more prepared for emergencies.

- Residents describe communication and planning as core features of neighborhood preparedness, but note the first step is knowing neighbors better.
- Residents who can provide accurate information about most or some of their neighbors to emergency responders are more likely to feel confident they could count on their neighbors in an emergency (85% vs. 69% of those who cannot provide this information).
 - They are also likely to talk with their neighbors about what to do in an emergency (18% vs. 6%)
- Neighborhood connections and emergency preparedness are linked. This research does not show a causal direction, but these linkages uphold the importance of continued work on and research into how neighborhood connections can support community preparedness.

People are unsure about how to start emergency preparedness conversations with their neighbors.

- Many view those conversations as awkward and worry it might be too much like trying to sell their neighbor something or that they would be met with negativity. Others expect the conversation will require more time or expertise than they can provide.
- Young adults prefer a block party environment to facilitate those conversations, in order to provide a more low-key, fun environment that emphasizes social connections. Parents were split between a block party or signing up for a monthly task. The sign-up method is seen as a more practical solution that could yield concrete results.
- Regardless of which method was preferred, preferences reflect the desire for a simple approach that provides manageable pieces (social conversation or short monthly tasks) to facilitate the conversations.

Government officials and first responders are trusted messengers when it comes to emergency preparedness.

- When asked who they trust to provide information about how to prepare for a natural disaster or emergency, 29% identify government broadly (state, local, or federal)
- 18% identify emergency responders, such as the fire or police department, or 911
- 17% identify family and friends; trust in family and friends as a source of information about emergency preparedness was higher among those below the age of 45.

Overall patterns of findings suggest specific vulnerabilities related to age, household income, and household composition.

- Adults over the age of 65 are more likely to live alone and are less likely to feel confident in receiving help from other household members. A potential resource for older adults is that they feel more connected to neighbors; it may be crucial for older adults who are living alone to have immediate support from neighbors.
- In contrast, younger adults aged 18 to 29 more often live in larger households where they may have support from others. Nonetheless, fewer report being prepared for an emergency, they more often

think formal agencies (such as FEMA) can be counted on for support, and they are less connected to their neighbors. Given that one in five (19%) believe someone else in their household is most responsible for preparing for a natural disaster or emergency, more than twice as many as in other age groups (3% - 9%), young adults may be an important audience for messages about the importance of being prepared and taking steps now.

- Residents from lower income households feel less prepared for an emergency and are less likely to have taken any steps to prepare for an emergency; they also more often feel their neighborhood is unprepared. Messages that offer free, simple steps to get started may be especially important for this audience.
- Although parents have more often taken at least one step to prepare for a natural disaster or emergency, parents are also more likely to say they don't know how to get prepared or that preparing is too expensive. Parents are perhaps motivated to get prepared but need some support to translate that motivation into action.
- We did not find consistent differences in attitudes about or level of emergency preparedness by ethnicity.

Recommendations

Outline specific behavioral targets for area residents.

- Portland residents are unsure what emergency preparedness looks like at the neighborhood level.
- Outreach will need to educate them about what it is, why it's beneficial, and what are the concrete steps they can take.
- People do not know how to start the conversation and want to avoid awkward asks.
- People need permission to have the conversation but they also need to have predetermined objectives. For example, scripts or a list of three questions may be helpful.

Consider two paths encouraging neighborhood preparedness. One is direct outreach to Portland residents. A second path is working with other agencies to combine efforts across multiple avenues of community outreach.

- The effectiveness of direct outreach will be constrained by resource limitations.
- A key resource for Portland Bureau of Emergency Management is its relationship with other organizations that also play a role in emergency preparedness, response, and community organization.
- Embedding emergency preparedness in community organizing efforts across multiple agencies may provide opportunities for multi-disciplinary collaboration; more importantly, it may provide a stronger foundation to make a cultural shift in how Portland residents view emergency preparedness.

Provide simple first steps and clear direction to address common barriers to emergency preparedness.

- Over half of online participants agree that it is impossible to know if a natural disaster or emergency will happen and how to best prepare for it (55%) or that preparing is overwhelming (51%).
- Significant barriers to preparing also include cost (19%) and inconvenience or lack of time (12%).
- Altogether, results suggest that clear and simple first steps will be more effective in moving people to action than long check-lists or shopping lists.
- Both written and visual aspects of communication should adhere to principles that convey simplicity.
 - Messages should reinforce the theme that it's easy and simple to prepare and provide small, simple steps residents can take.

- Visuals should be clear, with plenty of white space; website should be clear and easy to navigate.

Messaging preferences vary considerably by age; consider adapting methods to the target audience.

- People over the age of 45 trust government messengers the most to give accurate information about how to prepare for a natural disaster or emergency (37% trust)
- Those under the age of 45 trust friends or family nearly as much, or more, than government messengers.
- Younger participants prefer to access information via digital media, including social media, online resources, and videos. In contrast, older participants prefer workbooks or newsletters and pamphlets.

Focus on three key messaging themes to provide a uniform “songbook” of simple, accessible language that remains consistent across messengers.

- Your neighbors are your safety net.
 - Get to know your neighbors—they could save your life.
 - Start the conversation.
- It’s easy to prepare.
 - It’s easier to prepare for a disaster than you think.
- Just start.
 - Every little bit counts—and any amount of preparation you do now will help in an emergency.

The top-performing messages looked to be effective across demographic groups. Nonetheless, nuances in how specific populations respond to messaging may be better tested in focus group settings. Populations to consider for future research include:

- Non-English speakers
- Multi-family property managers
- Residents new to Portland who have lived here less than 5 years
- People with physical or mental disabilities that may make them vulnerable in an emergency or natural disaster
- Older adults, especially those living alone

The current research can be used to guide programs and communications that effectively address Portlanders’ needs and concerns. Consider incorporating regular research assessment and evaluation components to continue tracking the effectiveness of program outreach.

- DHM recommends tracking specific behavioral targets and measurable goals over time.
 - Far fewer residents have talked to a neighbor (15%) than have prepared a kit (52%), talked to family members about where to meet (46%), or developed a plan for what to do if left without water or power for an extended time (37%). This suggests considerable room to elevate awareness of talking to neighbors as part of emergency preparedness.
 - Recommended question: Have you talked to your neighbors about what to do in the case of a natural disaster or emergency? (Have done, plan to do, have not done)
 - In order to best leverage limited resources, Brink recommends that PBEM partner with other bureaus in the city and build emergency preparedness messaging into existing activities. To assess the reach of those efforts, DHM recommends asking whether residents recall seeing or hearing about emergency preparedness from the City of Portland. Benchmarking awareness across time helps gauge the effectiveness of communications outreach over time and across multiple audiences.

- Recommended question: In the past six months, have you seen or heard information from the City of Portland about emergency preparedness? (Yes, no, don't know)
 - Possible follow-up for those who answer yes: Have you taken any steps to prepare for a natural disaster or emergency after hearing that information (Yes, no, don't know)
- If trainings or neighborhood interventions are offered, consider pilot projects or program evaluation research to assess effectiveness of those interventions.

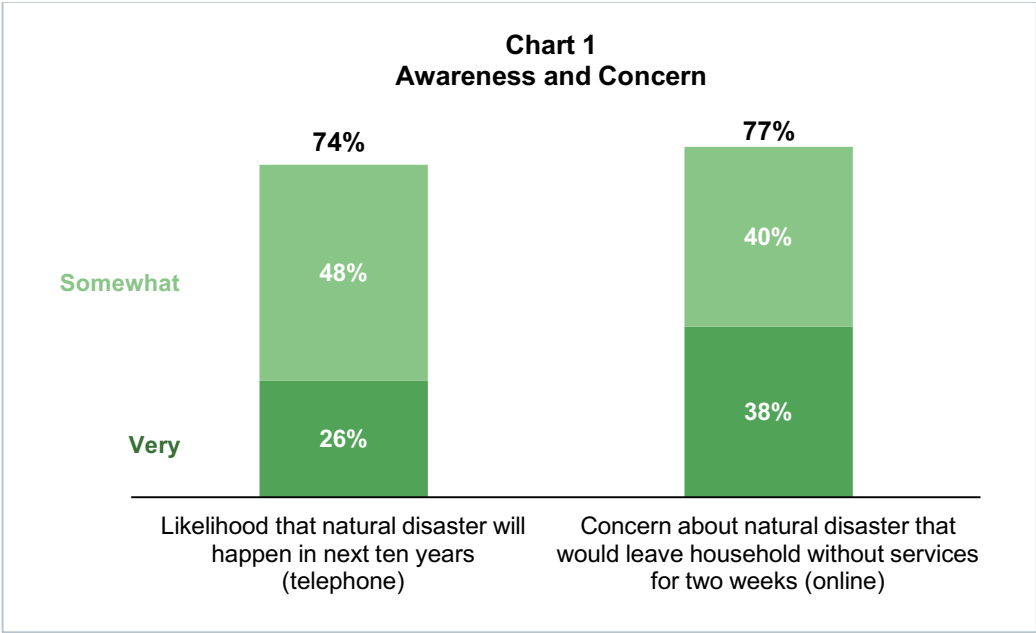
DHM conducted three research studies on behalf of the City of Portland Bureau of Emergency Management. The initial telephone survey assessed current awareness about the possibility of a natural disaster or emergency, the extent to which residents have prepared for emergency situations at both an individual and neighborhood level, and neighborhood cohesion.

The online survey assessed barriers and motivations to emergency preparedness, including an initial test of messaging concept to aid in communication development.

Focus groups provided more in-depth conversations around preparing for emergencies at the neighborhood level and tested messaging with targeted audiences (young adults and lower-income parents).

1.1 NATURAL DISASTER AWARENESS

Over seven in ten Portland residents are aware that natural disasters are likely to occur here and are concerned about a large-scale emergency or natural disaster.



Source: DHM Research, February 2017

Questions in the telephone survey assessed natural disaster awareness by asking how likely residents thought a natural disaster to be (Q6) and what type of natural disaster they are most concerned about (Q7). Over seven in ten Portland residents indicated that a large-scale natural disaster or emergency is likely to happen. Earthquakes were clearly the top concern: Over eight in ten (83%) residents in the

telephone survey listed earthquakes as what they are most concerned about. Flooding or rain was a distant second place concern (11%), followed by volcanic eruptions (3%).

The online survey asked residents how concerned they were about a large-scale emergency situation (Q1); 77% of Portland residents were concerned about a natural disaster or emergency that would leave their household without electricity or water for at least two weeks.

Portland residents most often reported that it is *somewhat likely* that a natural disaster or emergency will occur (48%). This suggests that the threat of disaster is not urgent in most people’s minds, even if they are aware of the possibility. Level of concern was split between those who were *very concerned* (38%) and those *somewhat concerned* (40%). As one parent in the focus group explained, “It never seems to rise to the top of the list. There are so many priorities that everyone has...Maybe it’s number two on the list and never breaks that threshold.”

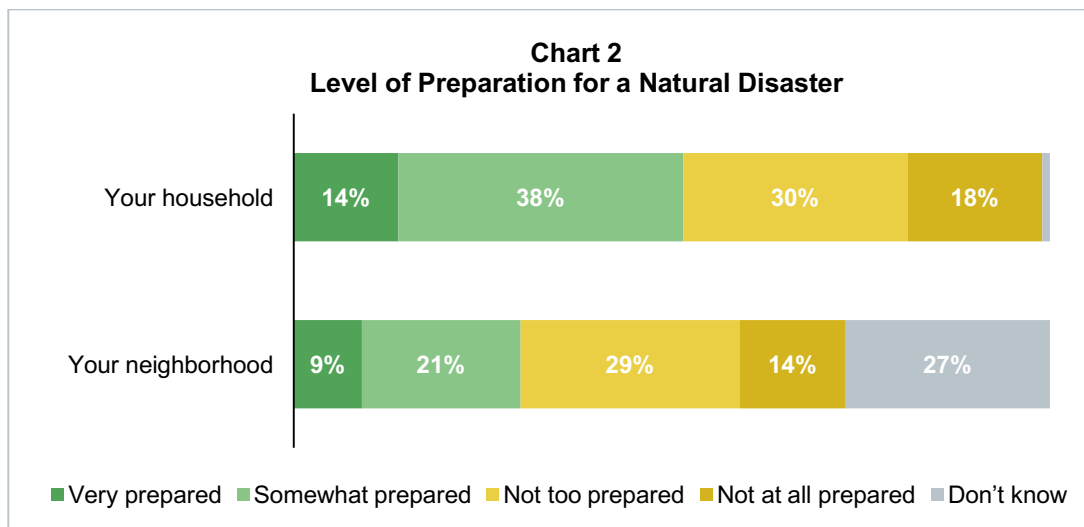
Being somewhat concerned about a natural disaster or emergency may not drive people to make disaster preparedness a priority. Nonetheless, having a majority of the population report it likely that a natural disaster or emergency will occur suggests that effort can be focused on how to prepare rather than educating residents that there is a need to prepare.

Demographic differences highlight a few groups who may be less aware of actual risks. Residents over the age of 45, those living alone, and those without children judged a natural disaster or emergency to be less likely.

1.2 EMERGENCY PREPAREDNESS

About half of area residents believe their household is prepared for a natural disaster or emergency; fewer believe their neighborhood is prepared.

In the online survey, residents indicated whether their household (Q2) or their neighborhood (Q3) is prepared for a natural disaster or emergency. Five in ten thought their household is prepared for emergencies (52%); three in ten thought their neighborhood is prepared (30%).



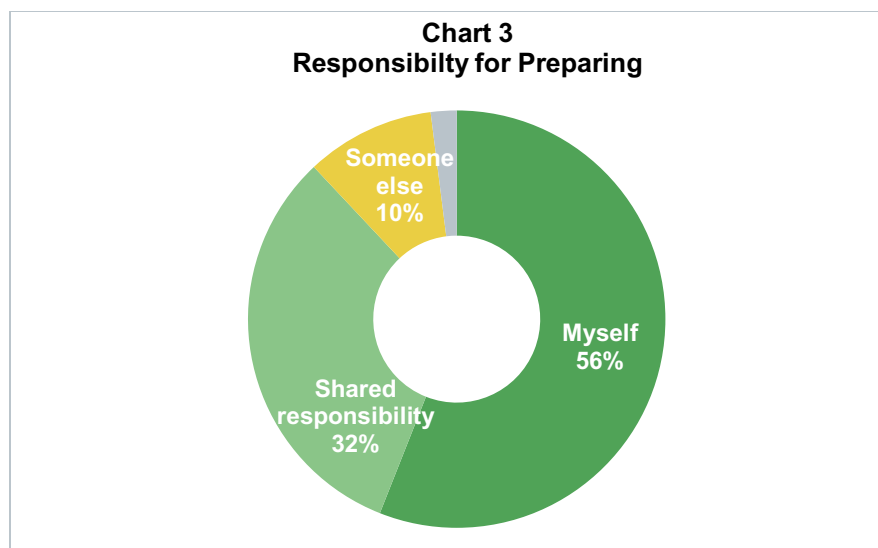
Source: DHM Research, February 2017

Over four in ten said their neighborhood is unprepared (43%) or their household is unprepared (48%). A comparatively higher number of residents were uncertain about their neighborhood's preparedness: 27% said they did not know if their neighborhood is prepared. This may reflect uncertainty about what neighborhood preparedness looks like or uncertainty about how prepared their neighbors are.

Residents who thought their own household was unprepared were more likely to say their neighborhood was unprepared (55%). Women, residents in households with annual incomes below \$50,000, those living in multi-family residences and newer residents (< 5 years) felt less prepared themselves. Those living in low or mid-income households (<\$100,000) thought their neighborhood was less prepared.

Individual Preparations

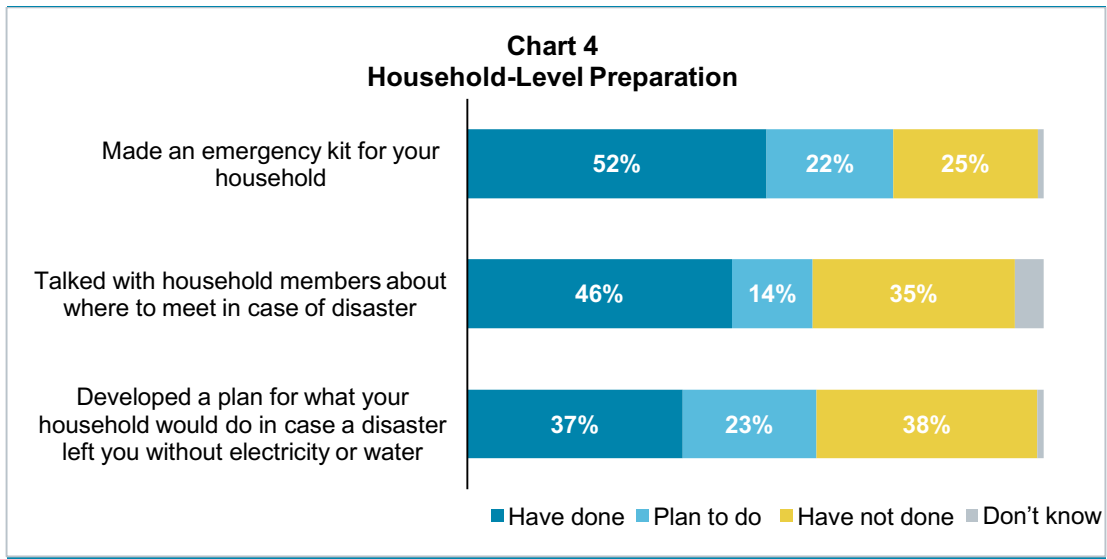
Over eight in ten Portland residents consider themselves responsible for preparing for a natural disaster or emergency: 56% said they were the person most responsible in their household and 32% said they shared responsibility (Q4 online).



Source: DHM Research, February 2017

Men, people living alone, and people with children in the household were more likely than their counterparts to say they were most responsible for preparing. Women and those living with at least one other person were more likely to say they shared responsibility. Residents under the age of 30 were more likely to say someone else was responsible for preparing for emergencies.

In the telephone survey, we asked Portland residents about steps they had taken to prepare for emergency situations (Q8-Q10; Chart 4). About half of residents had made an emergency kit for their household (52%). Over four in ten had talked with family members about where to meet in case of disaster (46%). Fewer (37%) had developed a plan for what their household would do in case a disaster left them without electricity or water for an extended period of time.



Although almost seven in ten have taken at least one step to prepare for an emergency (69%), significantly fewer report having done all three steps (22%). Parents and residents whose household includes someone with a physical or mental health disorder were more likely to have taken some steps to prepare for an emergency, suggesting that feeling responsible for vulnerable people may motivate some to prepare.

Previous research by the City of Portland’s Bureau of Emergency Management in early spring of 2016 found a similar number of residents (54%) had prepared an emergency kit at home (Portland Preparedness Survey, 2016). Additionally, these estimates are comparable to national data reported by FEMA, which reported 52% of U.S. households had emergency supplies set aside at home². Overall, then, approximately half of Portland residents have prepared an emergency kit and this level of preparation seems on par with the rest of the nation.

Notably, concern about disasters did not clearly translate into action. People who thought natural disasters or emergencies likely to occur were no more likely to have taken steps to prepare for those situations than those who thought emergencies unlikely. They more frequently *planned* to take steps. This finding suggests that fear-based strategies around the likelihood of a natural disaster or emergency situation occurring may have limited effectiveness in moving people to action. Knowing that they should do something may be insufficient to get them to actually do something.

² FEMA. Preparedness In America, August 2014 update - [https://www.fema.gov/media-library-data/14090008880261e8abc820153a6c8cde24ce42c16e857/20140825 Preparedness in America August 2014 Update 508.pdf](https://www.fema.gov/media-library-data/14090008880261e8abc820153a6c8cde24ce42c16e857/20140825%20Preparedness%20in%20America%20August%202014%20Update%20508.pdf)

Figure 1
Behavioral Psychology 101:

How can we get people to take action?

Solution #1: Positive peer pressure

“When it comes to risk issues, one of the most important predictors of behavior change is an individual’s perception that relevant others expect him to care about the issue and to behave appropriately.” —*Giannelli-Pratt, L., and Rabkin, S. (2007)*

“In contrast with nonpersonal sources of information, such as brochures and advertising, conversations that we have with others, and particularly with those whom we trust and perceive as similar to ourselves, have an inordinate influence.” —*McKenzie-Mohr, D. (2011)*

Solution #2: Framing

The way people think about the problem will impact whether they try to solve it.

Looming, unavoidable disaster (The Big One)

OR

You can build your own safety net for big and small emergencies

Your kit must contain enough supplies to survive for 2 weeks

OR

A few simple, easy steps will help you start to prepare for emergencies

This kind of gap between what people say and what they do can be addressed through community-based social marketing grounded in principles of behavior change psychology. As reviewed in the Communications Strategy (Appendix N), key solutions revolve around positive peer pressure and framing the problem in ways that more strongly promote active problem-solving, as suggested in Figure 1.^{3, 4}

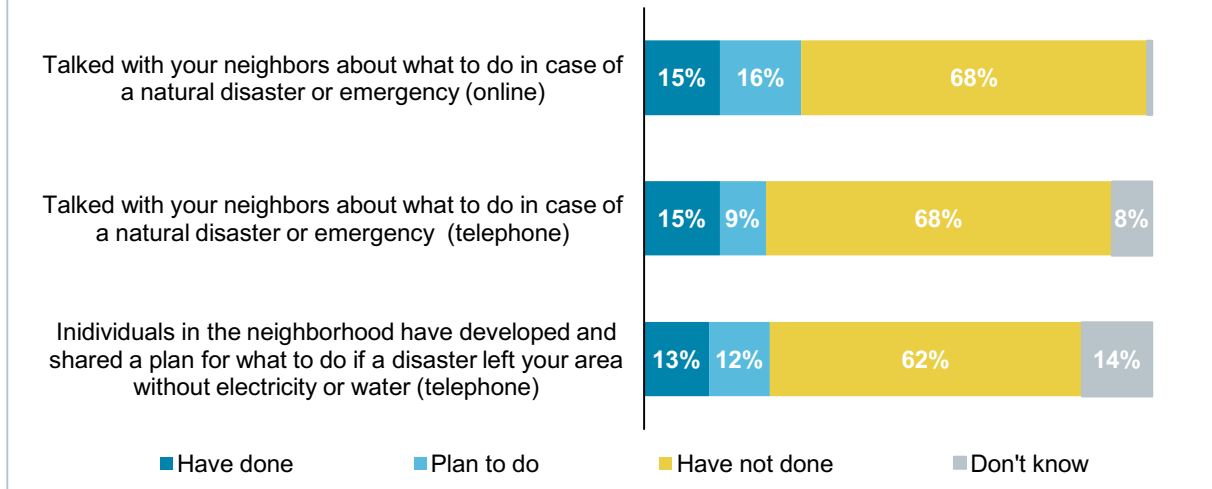
Neighborhood Preparedness

Just as fewer residents thought their neighborhood would be prepared, fewer had taken steps themselves to prepare at the neighborhood level (Chart 5). In both the telephone and online surveys, 15% said they had talked to their neighbors about what to do in case of emergency (Q15, Q31). A similar number, 13%, said individuals in their neighborhood or neighborhood association had developed and shared a plan for what the neighborhood would do in a disaster that left their area without electricity or water (telephone only, Q16).

3 Giannelli Pratt, L., and Rabkin, S. (2007). “Listening to the audience: San Diego hones its communication strategy by soliciting residents’ views.” In *Creating a Climate for Change: Communicating Climate Change and Facilitating Social Change*, edited by Moser, S., and Dilling, L., 105-118. New York, NY: Cambridge University Press.;

4 McKenzie-Mohr, D. (2011). *Fostering Sustainable Behavior: Community-Based Social Marketing*. Third Edition. Gabriola Island, BC: New Society Publishers.

**Chart 5
Neighborhood-Level Preparation**



Source: DHM Research, February 2017

Fewer than two in ten residents intended to take these steps (9% - 16%). More than six in ten had not talked with their neighbors or shared a plan for what to do in a disaster situation (62% - 68%). The comparatively smaller number of people intending to take such steps suggests that most residents did not see a clear reason to do so. The pattern of results suggests residents do not currently view talking with their neighbors as a significant step in emergency preparedness. As such, there is considerable room to educate residents about the value of preparing for emergencies at the neighborhood level.

Communications Strategy

One goal of the communications strategy is to increase the number of Portlanders who view talking with neighbors as an important step in emergency preparedness. A key message to support this goal is that neighbors are a safety net. Figure 2 details talking points around two themes: *Get to know your neighbors* – *they could save your life* and *Start the conversation*. Together, these messages elevate neighbors as a potential resource and encourage residents to take action.

Figure 2
Key Messages: Your Neighbors Are Your Safety Net

Theme #1: *Get to know your neighbors—they could save your life*

- **90% of people are rescued by their neighbors** after a large-scale disaster.
- Most households won't receive a visit from first-responders for up to two weeks following a disaster.
- After a major disaster like an earthquake, chances are good that electricity and phones will be down and roads will be blocked—which means the people and resources within walking distance will become your lifeline.
- While this might sound scary, the good news is that most neighborhoods already have the resources needed to survive a disaster, if we all work together.

Theme #2: *Start the conversation.*

- Many people think a conversation about disaster preparedness with their neighbor may be awkward or worry the conversation will require more time or expertise than they have.
- **But 4 out of 5 Portlanders say they'd like to talk to their neighbors**, and would follow a neighborhood emergency plan if they had one.
- Who can pick up your child, feed your dog or turn off your water main if a disaster prevents you from getting home? Who has medical skills or a four-wheel vehicle? When you and your neighbors answer these questions together, you're building your own safety net.
- It only takes one person in a neighborhood to start the discussion. Be the one.

Residents do not connect “disaster preparedness” or “emergency preparedness” with neighbors.

Focus group participants were asked to write down words or phrases that came to mind when they read “emergency preparedness,” “disaster preparedness,” and “community resilience” (Appendix D). For most people, “emergency preparedness” brought to mind a stockpile of food, water, and access to basics such as heat or electricity. “Disaster preparedness” brought to mind similar ideas, with perhaps greater emphasis on shelter rather than supplies. A few people remarked that disasters were more extreme than emergencies, but not everyone perceived that difference.

One person associated “disaster preparedness” with neighbors coordinating help. By and large, however, participants thought of individual or household factors rather than neighborhood ones for both these terms.

In contrast, “community resilience” evoked thoughts of collaboration and communication and involved working with and helping other members of the community. A few people noted in the conversation that they were not sure of what community resilience referred to or had not heard of the term before. As such, use of this language may require some explanation.

In addition to some ambiguity around what “community resilience” means, participants indicated uncertainty over what neighborhood preparedness would look like. There seemed to be agreement that knowing one’s neighbors would be a crucial first step.

“You definitely need to on some level at least know your neighbors. Having some sort of neighborhood meeting or even a party or something. So you at least know your neighbors enough that if something happened, you wouldn’t feel completely weird about going and knocking on their door...Also, I think definitely some sort of social media. Even just an e-mail group or something [that] if something happens, and it is not large scale enough that there is not Internet, you can still communicate with them at least.”
—Young Adult

Additionally, most people mentioned communication and planning as steps their neighborhood would need to take to be prepared. The details of such efforts were not necessarily very specific, actionable items. In contrast, most people were able to provide specific details about what individual preparations would involve: food supplies, water supplies, a first aid kit, and a plan of where to meet.

Some individuals in each focus group had ideas about what neighborhood preparedness could look like, but their neighborhoods lacked coordinated efforts and no one mentioned concrete neighborhood-level efforts to prepare that had actually occurred.

“It would be nice if we said everyone is going to check in at so-and-so’s house. ‘Are you okay for food and water? Is your house sound? Do you need shelter?’ We don’t have a coordinated effort, even though we have friends...I feel like I have these concerns, but somehow never get very far with making anything happen. Maybe we should have a group of supplies some place that we can all feel more secure about. I think we’re all in the same position.”
—Parent

“I wouldn’t know what we would do. I think we should know our neighbors and be able to get together. Get together and pool the resources and see what we have and who needs what. Have that teamwork and work together.”
—Parent

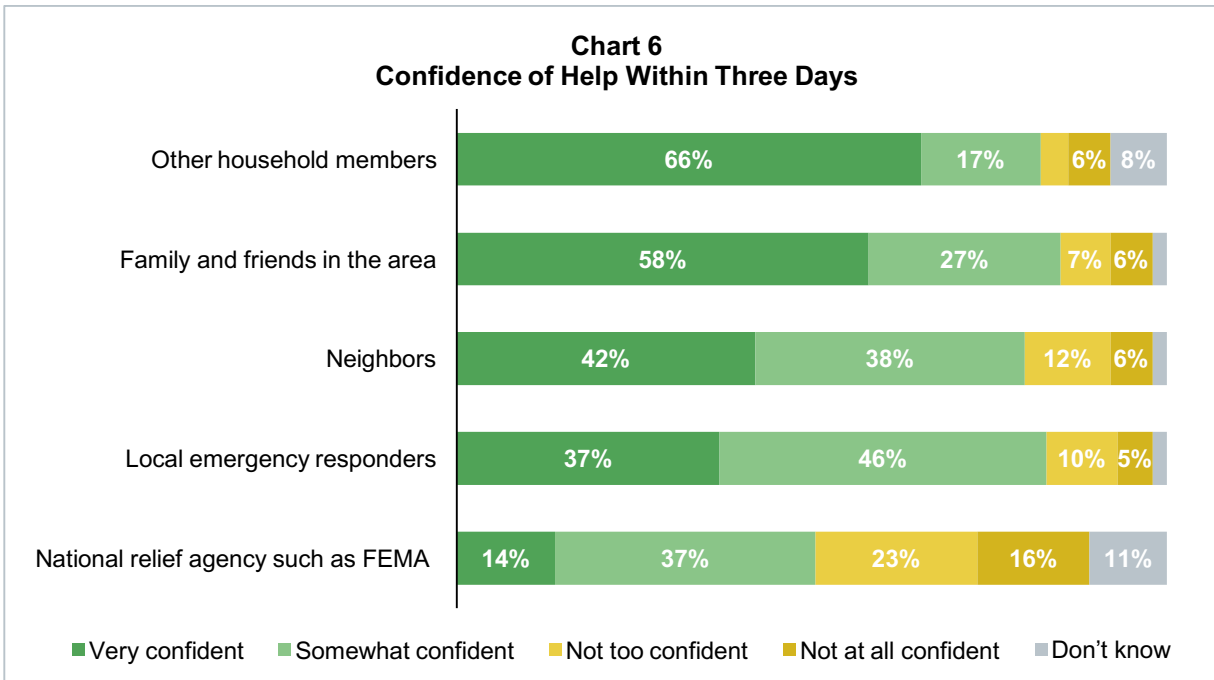
Participants in the focus groups seemed fairly hesitant to initiate conversations with their neighbors and generally felt it was going to require significant investment of their time and energy. Given those barriers, it will be important to provide simple, clear steps that people can follow to start the process.

1.3 EMERGENCY RESOURCES

Residents expect to rely on themselves, people in their households, and family or friends first in an emergency situation.

In the aftermath of a disaster, many will need to rely on help from others. As part of assessing the extent to which neighbors are seen as an important resource, we asked several questions in the surveys about who Portland residents would count on in the event of a natural disaster or emergency. The telephone survey asked Portland residents how confident they were that they could count on help from five different groups of people or agencies in the first three days following an emergency (Q1-Q5). Over eight in ten

residents were confident that they would receive help from other household members (83%) or family and friends in the area (85%).



Although around eight in ten were confident they would receive help from local emergency responders (83%) or neighbors (80%), the level of confidence was lower. Respondents more often felt *somewhat confident* about receiving help from local emergency responders or neighbors.

Half of residents were confident they could count on national relief agencies, such as FEMA, in the first three days following a natural disaster or large-scale emergency. On the one hand, these results show that Portland residents have lower expectations of help from national agencies than they do from local and regional resources. Nonetheless, these expectations are probably unrealistic. Similarly, in a large-scale emergency, local emergency responders will most likely be unable to provide assistance to the majority of the population within three days.

In the online survey, we asked residents an open-ended question about who they would rely on first to provide help (Q5; Table 1). Residents most often identified themselves (25%), reflecting a strong individualist perspective. Family, in particular significant others, were also a top mention (23%). Neighbors rounded out the top three mentions (14%).

Table 1
Who would you rely on first for help?

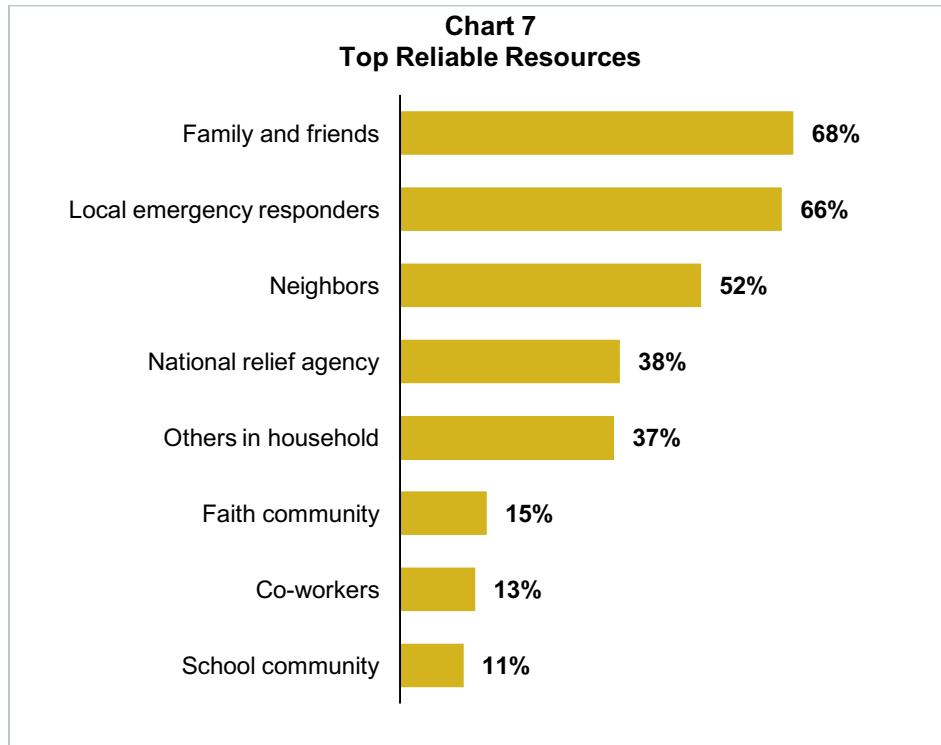
Response Category	N=399
Myself	25%
Family/significant other/partner	23%
Neighbors/neighborhood association	14%
City of Portland/Multnomah County/State government	10%
Red Cross	9%
Firefighters/police/emergency responders	6%
Friends	5%
FEMA/Federal government	3%
All other responses	2% or less

Source: DHM Research, February 2017

Local government (10%), Red Cross (9%), and local emergency responders (6%) comprised a lower tier of resources. Fewer mentioned FEMA or other federal agencies (3%). These results suggested that people may have Red Cross in mind when they think of national relief agencies, not just FEMA or federal programs.

As a supplemental note, patterns of responses to this question among participants from the NET list differed. NET participants were nearly twice as likely to indicate they would rely on themselves (47%) and more than three times as likely to indicate they would rely on neighbors (51%). As such, they were as likely to rely on neighbors as themselves, whereas Portland residents in general were about twice as likely to rely on themselves first. It may be that residents interested in NET training enter the program because they are especially aware of a need to work with neighbors and were already prepared themselves, or it may be that the NET communications and training enhances confidence in participants' ability to manage an emergency situation and enhances their awareness of how important neighbors may be. Asking this question when people first sign up for the NET program and again after training would aid efforts to evaluate the impact of NET training on how people think about resources in the community.

In a closed-ended question that asked participants to identify three resources they would look to for help from a list of specific sources, online participants indicated they would most rely on help from family and friends in the area (68%), local emergency responders (66%), and neighbors (52%) in the first three days following a natural disaster (Q6; Chart 7).



Source: DHM Research, February 2017

Almost four in ten (38%) indicated national relief agencies such as FEMA would be one of the top three resources they relied on in the first three days. Again, these expectations of both local emergency responders and national relief agencies may be unrealistic in large-scale emergency situations.

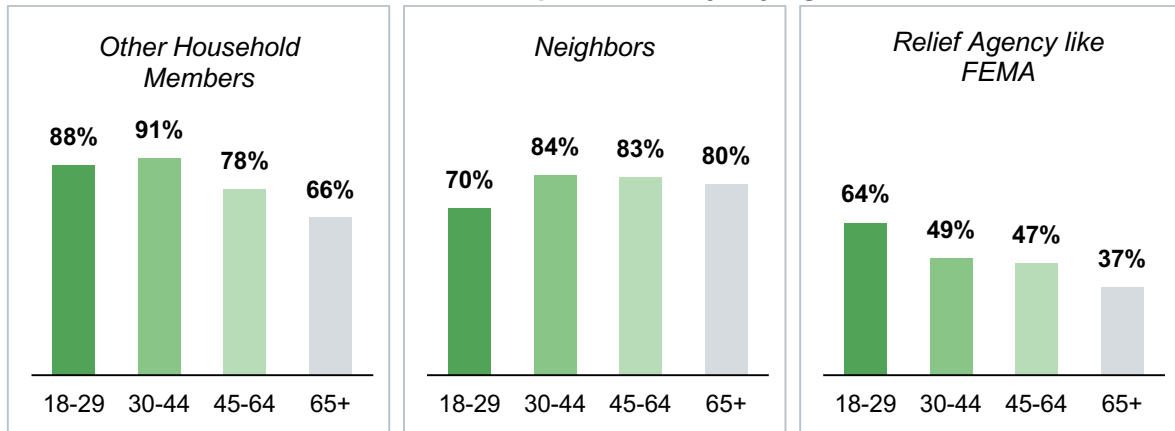
Across multiple versions of this question, Portland residents indicated that they would look to family and friends in an emergency situation more often than they would look to neighbors. These results highlight room to build awareness of the importance of neighbors as part of disaster preparedness. Although people may be aware of the high possibility of an earthquake or some other natural disaster, few seem aware of subsequent practical considerations—including not being able to count on formal organized assistance immediately following a widespread disaster, or that family and friends living further than walking distance away may be unable to reach them. Proximity matters. Neighbors are a crucial first resource.

Vulnerabilities

Patterns of responses suggested some groups may be more vulnerable in an emergency situation (Chart 8). Younger adults, for example, said they were less connected to neighbors and felt less able to count on them. Fewer young adults (aged 18 to 29) were confident they would receive help from neighbors (70%) and more were confident they could count on FEMA (64%). They more often lived in larger households, however, and more were confident they could rely on other household members (88%).

In contrast, older adults felt more connected to their neighbors but were less confident in receiving help from other sources. Four in ten of adults aged 65 or over lived alone (41%). They were less likely to be confident in receiving help from other household members (66%) and less likely to believe FEMA would provide help (37%).

Chart 8
Confidence of Help in Three Days by Age



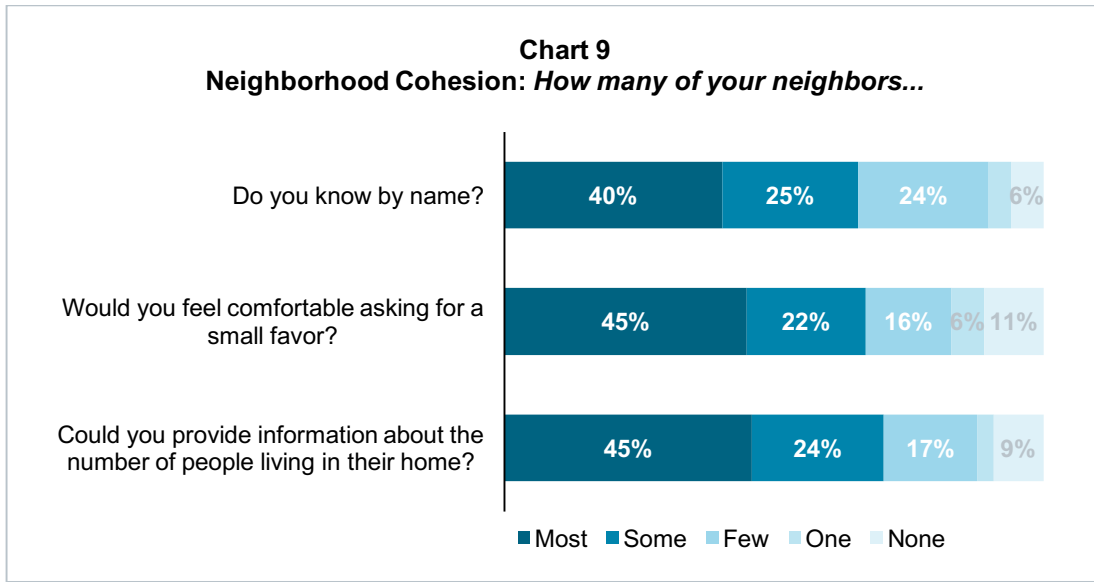
Source: DHM Research, February 2017

Portlanders who are more connected to their neighbors report being more prepared for emergencies.

Research on emergency preparedness has begun to focus on social connections within communities as an important asset to overall community preparedness. Discussing preparedness with someone else seems to be a critical determinant in taking preparedness steps. Additionally, workplace, schools, and volunteer organizations are effective channels for preparedness outreach⁵. Neighborhood connections may provide an additional entry point for conversations about preparedness.

The telephone survey investigated neighborhood cohesion as one potential community resource (Q12-Q14; Chart 9). Overall, a plurality of Portland residents felt fairly connected to their neighbors: over six in ten knew at least some of their neighbors by name, would feel comfortable asking some or most for small favors, and would be able to provide information to emergency responders for at least some of their neighbors.

⁵FEMA. Preparedness In America, August 2014 update.



Source: DHM Research, February 2017

People who could provide accurate information about most or some of their neighbors to emergency responders were also more likely to feel confident they could count on their neighbors in an emergency (85% vs. 69%), were more likely to have talked with members of their own household about where to meet in case of a natural disaster or emergency (53% vs. 32%), to have made an emergency kit (57% vs. 43%), to have developed a plan about what to do about being without electricity or water for an extended period of time (43% vs. 24%), talked with their neighbors about what to do in an emergency (18% vs. 6%), or live in a neighborhood which has shared a plan (16% vs. 6%). In other words, people who knew more information about their neighbors had also taken more steps to prepare for an emergency. Although no causal direction can be inferred here, it is notable that neighborhood connection and emergency preparedness are linked.

Residents aged 18 to 29 were systematically less connected to their neighbors than those over the age of 45: they knew fewer neighbors by name, had fewer or none they could ask for a small favor from, and knew the names of fewer or none. To some extent, because younger adults may be living with friends and roommates who could provide support, this may not be a vulnerability. Nonetheless, greater connection to neighbors may motivate them to take more action during an emergency to help others outside of their immediate household and provide them with more support as well.

Higher-income participants (\$150,000 or more) and those living in single family housing were more connected to their neighbors than their counterparts.

Portland residents may be more connected to their neighbors than people living in other areas. Pew research⁶ found that 14% of U.S. residents did not know any of their neighbors' names, whereas 6% of Portland residents did not know the names of any of their neighbors. Other research also finds greater connectedness among higher income residents and older residents.

⁶ Question from 2016 American Trends Panel, web version. See <http://www.pewresearch.org/methodology/u-s-survey-research/american-trends-panel/> for description of survey; results available by searching question database for "names of your neighbors" <http://www.pewresearch.org/question-search/>.

Lessons from smaller scale disruptions

Focus groups were held in February, several weeks after a substantial snowstorm had caused disruption in the Portland region, including several days of school closures, disrupted transportation systems, and some power outages. The focus group discussions provided an opportunity to discuss the difficulties participants faced and how they managed those difficulties.

About half of the focus group participants (seven) felt the snowstorm had disrupted their lives, with five of those indicating it had been *very* disruptive. Disruptions they faced were primarily due to inability to drive. Most people (twelve) felt prepared to deal with the snowstorm; only one person felt not at all prepared.

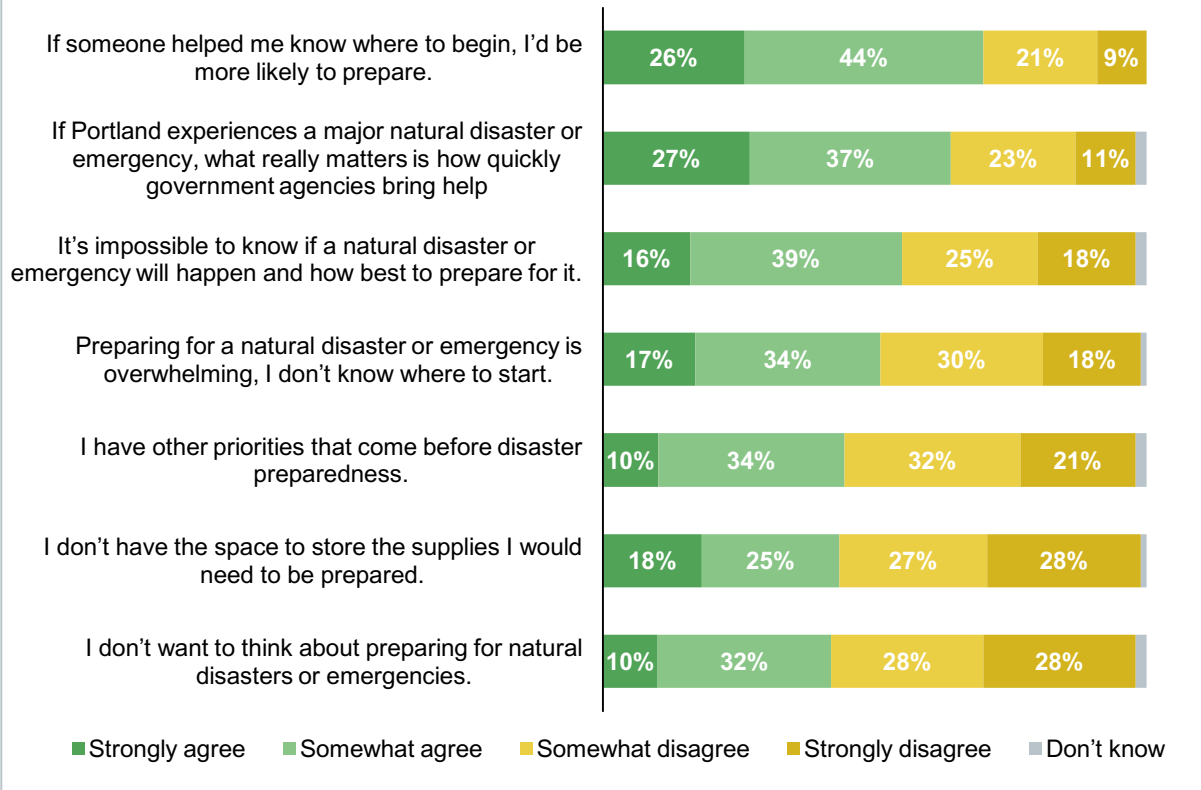
People generally felt able to manage the snowstorm. They reported not needing much help; and much of the help they needed was provided (Appendix F). Types of help needed included public transit for transportation and ability to buy supplies. Those who were unable to drive had been able to use TriMet or ask friends or roommates for help. A few people mentioned that the snowstorm experience had motivated them to take additional steps, such as stocking flashlights or batteries. By and large, however, participants did not seem to apply their experiences in the snowstorm and scale it up to larger emergencies. They did not seem to easily imagine several days without power or water, stores not being open, and mass disruptions to all transportation. Although discussing the snowstorm helped structure conversations around talking to neighbors, it did not necessarily make large-scale emergency preparedness more tangible.

1.4 BARRIERS TO PREPARING

Online participants read that “disaster preparedness includes buying disaster kits and making specific plans with family or neighbors, but it also includes participating in training or drills and learning what to do in a natural disaster or emergency situation.” They were then asked to consider several reasons people may not prepare, and asked how strongly they agreed that each were true for them (Q7-Q20). These questions help identify potential barriers to emergency preparedness among Portland residents.

A majority of participants agreed that they would be more likely to prepare if they knew where to begin (70%) and that how quickly government agencies provide help may be more important in a natural disaster or emergency (63%). Over half of participants agreed that it is impossible to know if a natural disaster or emergency will happen and how to best prepare for it (55%) and that preparing is overwhelming (51%). These top four common barriers reflect themes of being overwhelmed by how to start and a sense that preparing may be ineffective or of limited value (Chart 10).

Chart 10
Reasons Not Prepared: Tier 1

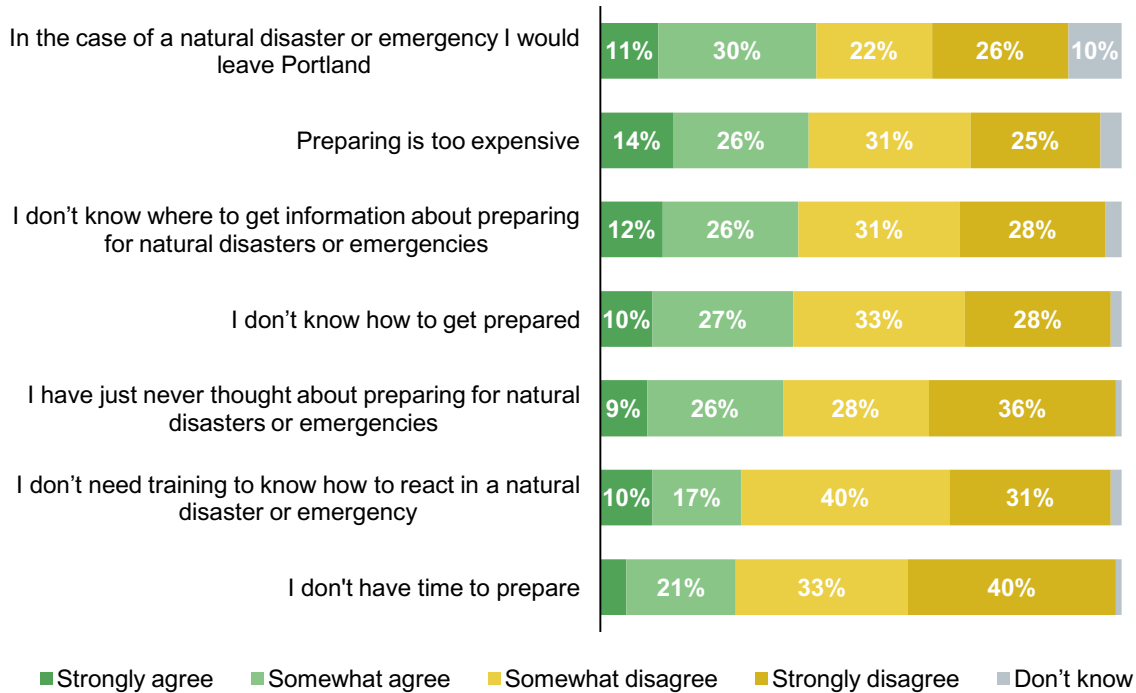


Source: DHM Research, February 2017

Over four in ten participants agreed that they have other priorities (45%), they lack the space to store supplies (43%), or don't want to think about preparing for natural disasters or emergencies (42%).

Other potential barriers looked to be less central to Portland residents (Chart 11). For example, close to four in ten participants agreed that they would leave Portland in the case of a natural disaster or emergency (41%), although 10% were uncertain about this option. Of the potential barriers, residents were least likely to agree that they did not need training (26%) or that they did not have time to prepare (26%). Not thinking about disasters and not knowing how to get prepared were also less common barriers. Overall, the impression was that lack of awareness is not as much an issue as not knowing where to start. These patterns suggest that giving people simple starting points to get them going on the path to preparedness may be most useful.

Chart 11
Reasons Not Prepared: Tier 2



Source: DHM Research, February 2017

When asked to describe in their own words the most significant barrier to preparing (Q21), online participants most frequently identified cost (19%), followed by inconvenience or lack of time (12%) and the belief that disasters will not affect them (11%).

Table 2
Barriers to Preparedness

Response Category	N=399
Cost/money	19%
Inconvenience/time	12%
Don't think disaster will happen/affect me	11%
Limited storage space	10%
I am prepared already	8%
Lack of knowledge/don't know how	8%
Procrastination/laziness	7%
Unsure how to begin/it's overwhelming	7%
Haven't thought/don't want to think about it	4%
Importance of being prepared	4%
Other priorities	3%
Don't know when or what disaster will occur	1%
No good reason/nothing	9%
Don't know	2%

Source: DHM Research, February 2017

These results suggest that overwhelming people with a list of things to pay for, whether it is buying a kit or making improvements to their home, may not support increased preparedness. Again, simple first steps may provide a better opening.

Cost was more of a barrier to those under the age of 45 (identified as barrier by 22% - 27%), those earning less than \$50,000 per year (27%), and to those who said their household was not prepared for a natural disaster or emergency (27%).

Figure 3

Key Message: It's Easy to Prepare

Theme: *It's easier to prepare for a disaster than you think.*

Preparing for a disaster doesn't have to be expensive or complicated. In fact, **you probably already have a lot of the things you need.** The next step is to put it all together, make a plan and discuss it with your family and neighbors.

You don't have to prepare all at once—one small step a month will have you prepared for a disaster within the year.

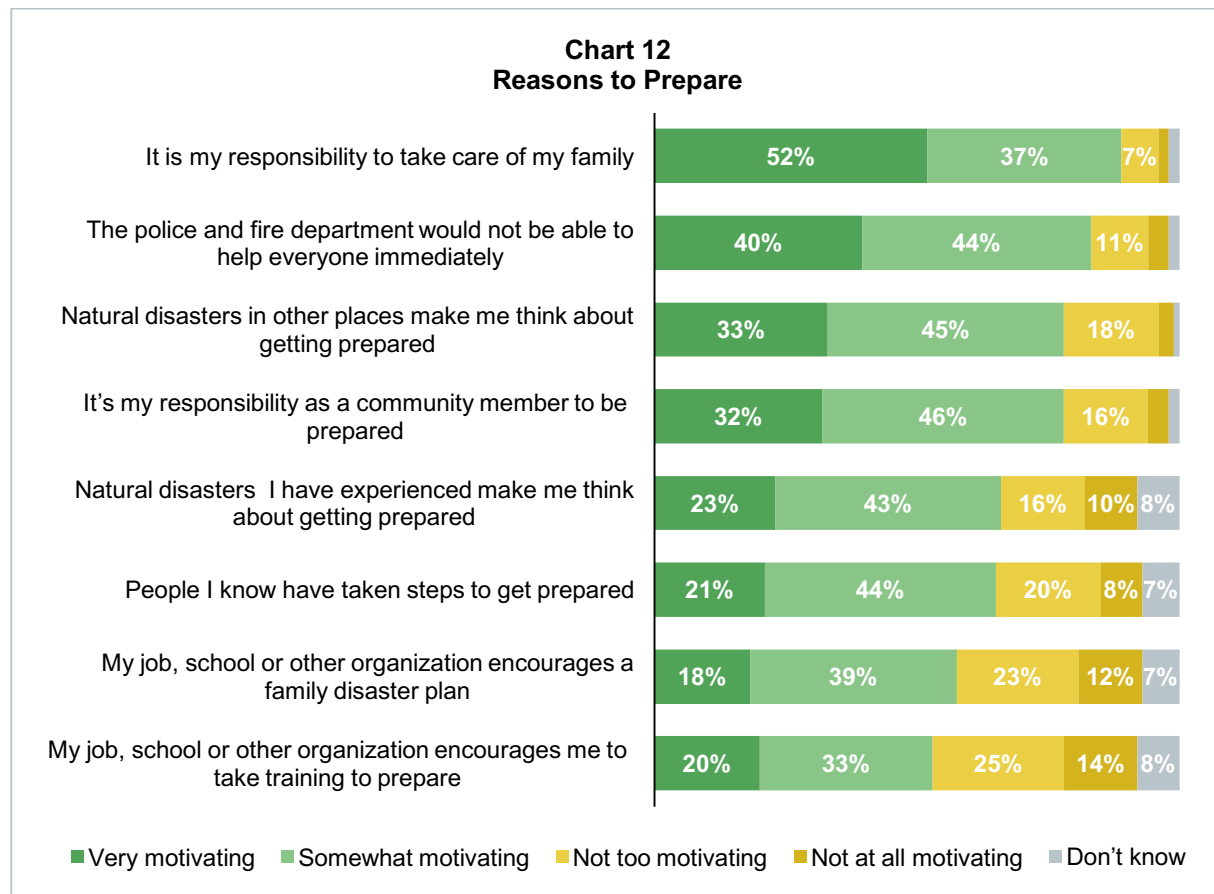
Readiness starts with a plan. By thinking through a few simple questions today—How will you reach loved ones? Who will you check on? Where can you find what you need?—you'll be ready to make the right decisions, even when things are chaotic.

Communications Strategy

The sense that getting started is difficult or that preparing is overwhelming were top barriers among Portland residents. A second key communications message aims at addressing this by helping Portland residents reframe how they view preparedness. The message that *It's easy to prepare* (Figure 3) depicts preparedness as a more manageable process.

1.5 MOTIVATIONS TO PREPARE

Online participants indicated how motivating they found several statements about reasons to prepare for a natural disaster or emergency (Q22-Q29). Participants rated personal responsibility to take care of their family as most motivating (89%), followed by the inability of police and fire departments to help everyone immediately (84%), seeing natural disasters elsewhere (78%) and personal responsibility as a community member (78%).



Source: DHM Research, February 2017

Encouragement from organizations, such as employers as schools, were motivating to at least half of participants (53% - 57%), but were less motivating overall.

When asked to identify in their own words what most encourages them to prepare (Q30; Table 3), online participants commonly pointed to their interpersonal connections (27%). Experience with or awareness of disaster elsewhere (13%) and sense of personal responsibility (11%) were other common motivators.

Table 3
Top Motivating Reasons to Prepare

Response Category	N=399
Family, partner, kids, or friends	27%
Thoughts of specific disasters in other places, past experience	13%
Sense of personal responsibility, self-sufficiency	11%
Inability or not wanting to rely on others/emergency services/government	9%
Sense of inevitability, unpredictability of disaster	8%
Survival, not wanting to die	8%
Desire to be prepared for not having access to resources	7%
All other responses	4% or less
Don't know	3%

Source: DHM Research, February 2017

Motivations Among People Who Had Prepared

Participants in the telephone survey who had taken steps to prepare for a natural disaster or emergency were asked what motivated them to do so (Q11). Participants most often cited practical reasons: preparation as a general need and common sense (27%) or the strong likelihood of a possible natural disaster or emergency (21%).

Table 4
Motivations to Prepare for Natural Disasters

Response Category	N=554
Need to be prepared, common sense	27%
Chances of possible earthquake or disaster	21%
Media, articles about possible future earthquakes	19%
Friends'/family's/coworkers' advice	7%
Took training, part of my job	7%
Prior experience in earthquake or disaster	6%
All other responses	3% or less
Don't know	1%

Source: DHM Research, February 2017

Responses of those who indicated being prepared was just common sense reflected a general predisposition to see preparedness as a fact of life:

“Just to be prepared, and knowing that you should have enough in the house to take care of you.” —Telephone participant

“Good idea to be prepared.” —Telephone participant

“It's like insurance, you get what you need now for the possibility of needing it later.” —Telephone participant

Media stories had a significant impact. Nearly two in ten reported being motivated by news stories (19%), including a specific *New Yorker* article⁷.

“All kinds of information on the news and worldwide examples.”
—Telephone participant

“Current media attention in Portland.”
—Telephone participant

“Reading an article in the paper got me thinking about it.”
—Telephone participant

1.6 NEIGHBORHOOD PREPAREDNESS

Motivations and Barriers

Those in the telephone survey who had talked to their neighbors about what to do in an emergency or whose neighborhood had developed a plan were asked what motivated those preparations (Q17). Motivations were similar to those that moved people to prepare individually: media reports (19%), the need to be prepared/common sense (19%), and awareness of the likelihood of disaster (11%).

Table 5
Motivations for Neighborhood to Prepare for Emergency

Response Category	N=162
Media, articles about possible future earthquakes	19%
Need to be prepared, common sense	19%
People being aware of the possibility of earthquakes or disasters	11%
Disaster can happen	10%
There’s a good chance of earthquake happening	9%
Had a group or social meeting	8%
Talking to neighbors to prepare	7%
Family concerns	4%
May take time for government to help	4%
All other responses	3% or less
Don’t know	13%

Source: DHM Research, February 2017

Responses in the online survey to the question of what motivated people to talk to their neighbors reflected more pro-social reasons (Q32; Table 6). The top three reasons included the desire to help others (18%), self-preservation or mutual benefit (15%) or being motivated by the neighborhood association or a community organization (15%).

⁷ <http://www.newyorker.com/magazine/2015/07/20/the-really-big-one>

Table 6
Those Who Have Talked to Neighbors: Motivations

Response Category	N=58
Desire to help others	18%
Self-preservation, mutual benefit	15%
Neighborhood association, community	15%
Thought of disaster/emergency	9%
All other responses	2% or less
Don't know	2%

Source: DHM Research, February 2017

People who planned to talk to their neighbors about what to do in case of a natural disaster or emergency but had not yet done so were asked what has prevented them from having those conversations. The two top reasons were lack of familiarity or connection with their neighbors (19%) and lack of time or opportunity (17%).

Table 7
Those Who Plan to Talk to Neighbors: Barriers

Response Category	N=63
Unfamiliar with neighbors	19%
Lack of time/opportunity	17%
Don't want to think about it	6%
Haven't thought about it	5%
Laziness	3%
Lack of information	2%
None/not applicable	18%
All other responses	2% or less
Don't know	6%

Source: DHM Research, February 2017

Most of the online participants had not talked to their neighbors. When asked what might motivate them to have those conversations, participants mentioned an actual disaster or problem (16%), greater familiarity or comfort with their neighbors (16%), and opportunities to have the conversation via a gathering or neighborhood meeting (13%). The latter two reasons echoed sentiments voiced by those who planned to talk to their neighbors: conversations may be facilitated when people feel comfortable talking to neighbors and an opportunity presents itself.

Table 8
Those Who Have Not Talked to Neighbors: Potential Motivations

Response Category	N=273
A disaster or problem	16%
More familiarity or comfort with neighbors	16%
Gatherings, neighborhood meetings	13%
Someone else initiating	8%
More information	4%
This survey	3%
Time	1%
Nothing	10%
All other responses	Less than 1%
Don't know	15%

Source: DHM Research, February 2017

There were slight nuances by income. Participants in households earning less than \$50,000 were more likely to say they would be motivated by greater familiarity or comfort with their neighbor (20%); those earning \$100,000 or more were more likely to be motivated by formal gatherings or neighborhood meetings (26% – 37%).

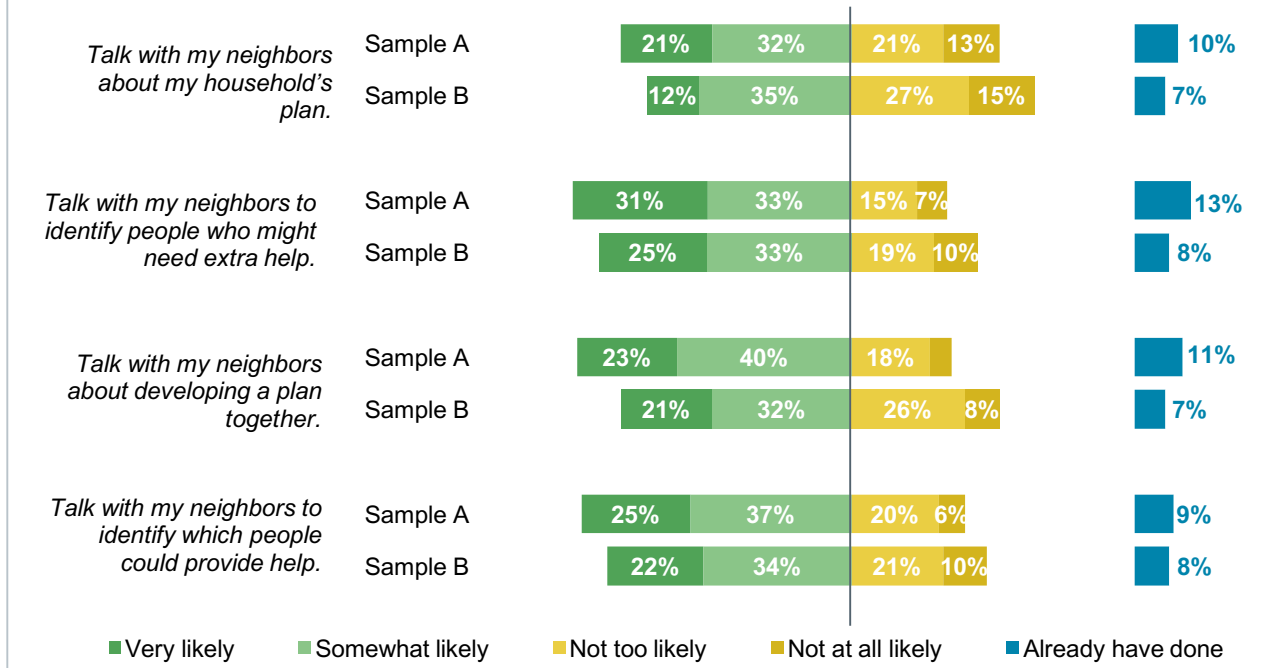
Overall, results show that media coverage of natural disasters can help motivate people locally to prepare. This may be especially true if the stories link the information to people's own risks of experiencing a similar situation. For example, residents are clearly aware that an earthquake is a possible natural disaster here in the Portland area. Those who have already talked to their neighbors were largely motivated simply by consideration of the possibility that a disaster might occur. Those who have not yet talked to their neighbors, however, may need to feel more connected to their neighbors and have opportunities for those conversations to occur in order to take action.

Willingness to Take Action

Online participants were asked how likely it was that they would do a series of specific actions to help their neighborhood come together and be prepared for an emergency situation (Q33-Q40). Half of the participants were randomly assigned to first read, "In a natural disaster or emergency, 95% of rescues are done by a neighbor" prior to ratings how likely they were to take each step (Split Sample A). The other half of the participants rated their likelihood of taking action but did not read this additional information (Split Sample B). This approach sought to assess the impact of a message that underscored the importance of neighbors in an emergency situation.

Participants in Split Sample A were slightly more willing to talk to their neighbors about emergency situations. However, a few more of those in Split Sample A had already talked with their neighbors about their household plan, identifying people who might need help, or developing a plan together (around 3% - 5% more had done so in Split Sample A). Because of this pre-existing difference between the groups, it was difficult to judge the impact of learning that 95% of rescues are done by a neighbor.

Chart 13
Likelihood of Talking with Neighbors about Emergency Preparedness



Source: DHM Research, February 2017

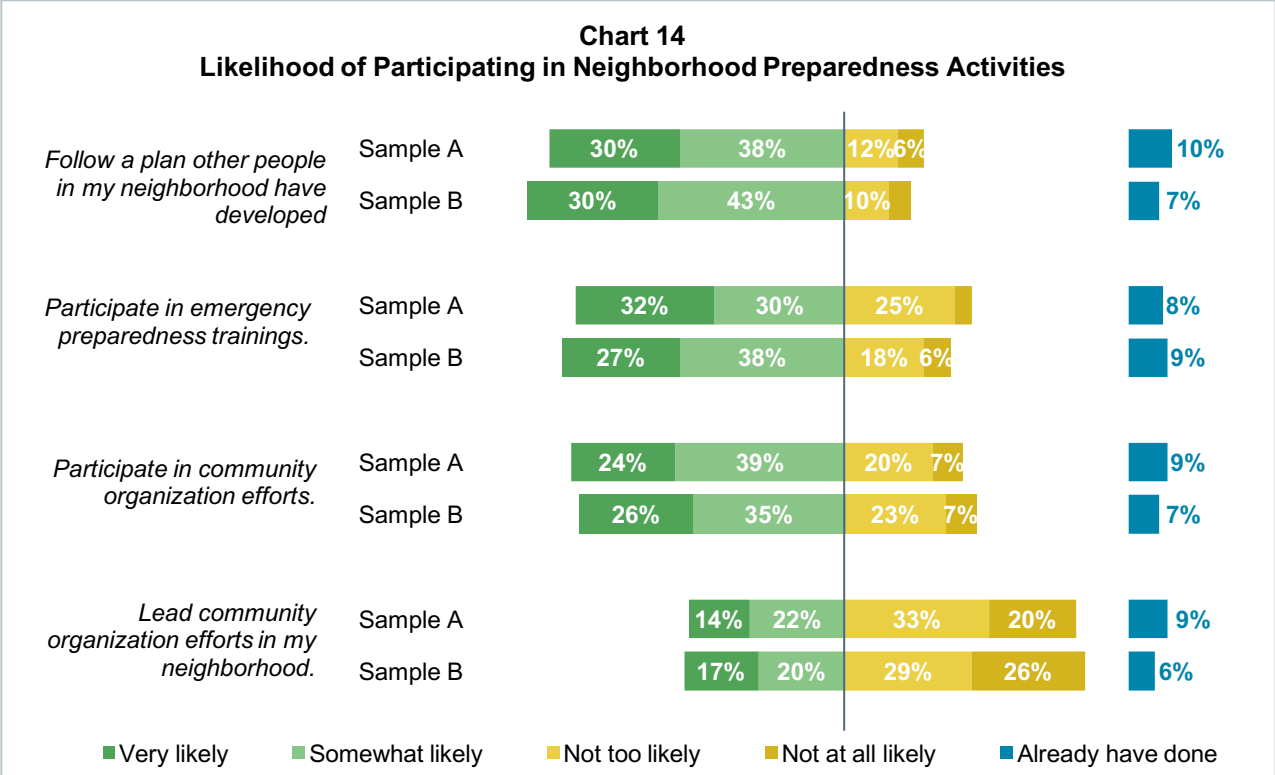
Participants were more willing to talk to their neighbors about neighborhood plans than about their own household's plan. These results suggest that providing Portland residents a plan or script that helps them develop a conversation with their neighbors may be more effective than asking residents to share details of their own plan.

Hearing that 95% of rescues after an emergency are done by neighbors did not seem to impact willingness to engage in other types of emergency preparedness. Willingness to follow a plan others in the neighborhood have developed, participate in emergency preparedness trainings, participate in community organization efforts, or lead community organization efforts were similar across Split Sample A and B.

Anecdotally, one parent in the focus groups found the information that 95% of rescues are done by neighbors very impactful and referenced it a few times:

“95% of people are rescued by their neighbors really struck me. Wow, we have a lot of people that I don't know and a few people that we do know.”

—Parent



Source: DHM Research, February 2017

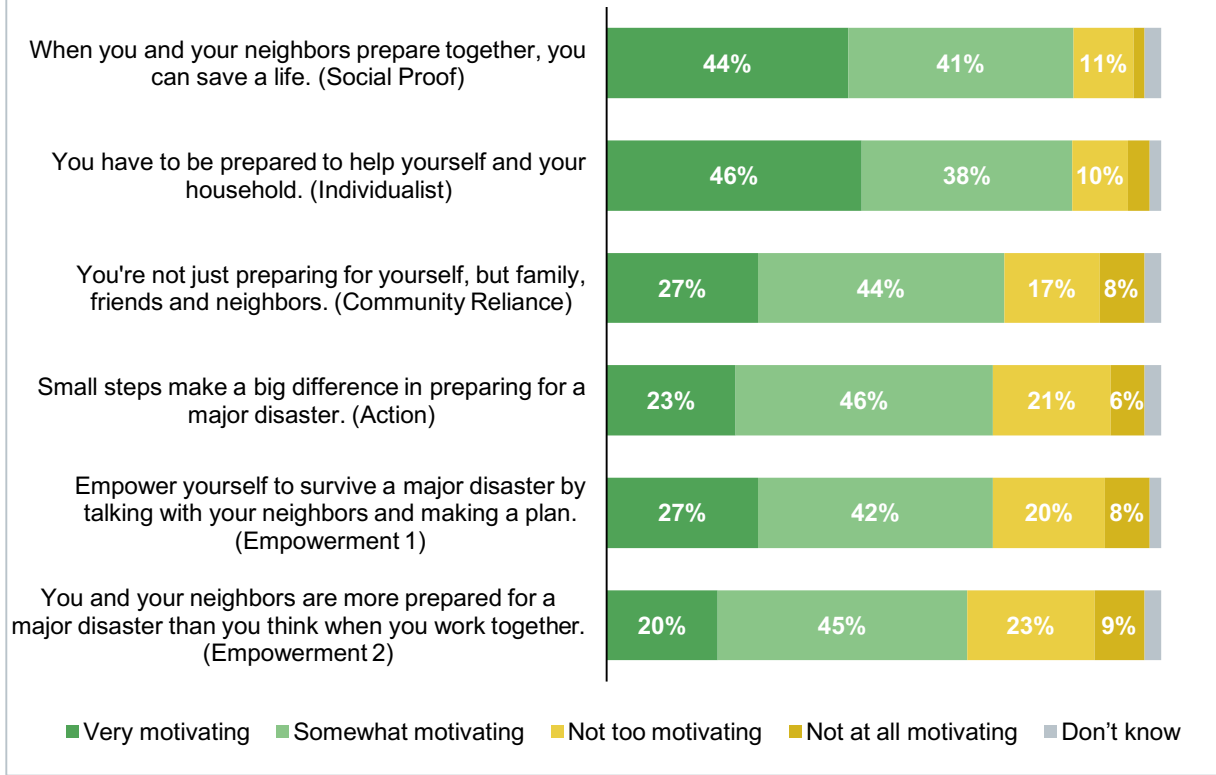
Participants were more willing to participate in efforts led by someone else than they were to lead those efforts. This is not surprising. However, it underscores that there may be two separate areas of outreach. One is to identify and support the smaller group of people who are willing to lead emergency preparedness conversations and the other is to reach out to the larger group of people who are willing to listen and participate.

1.7 MESSAGING CONCEPT TESTS

Messaging Concepts

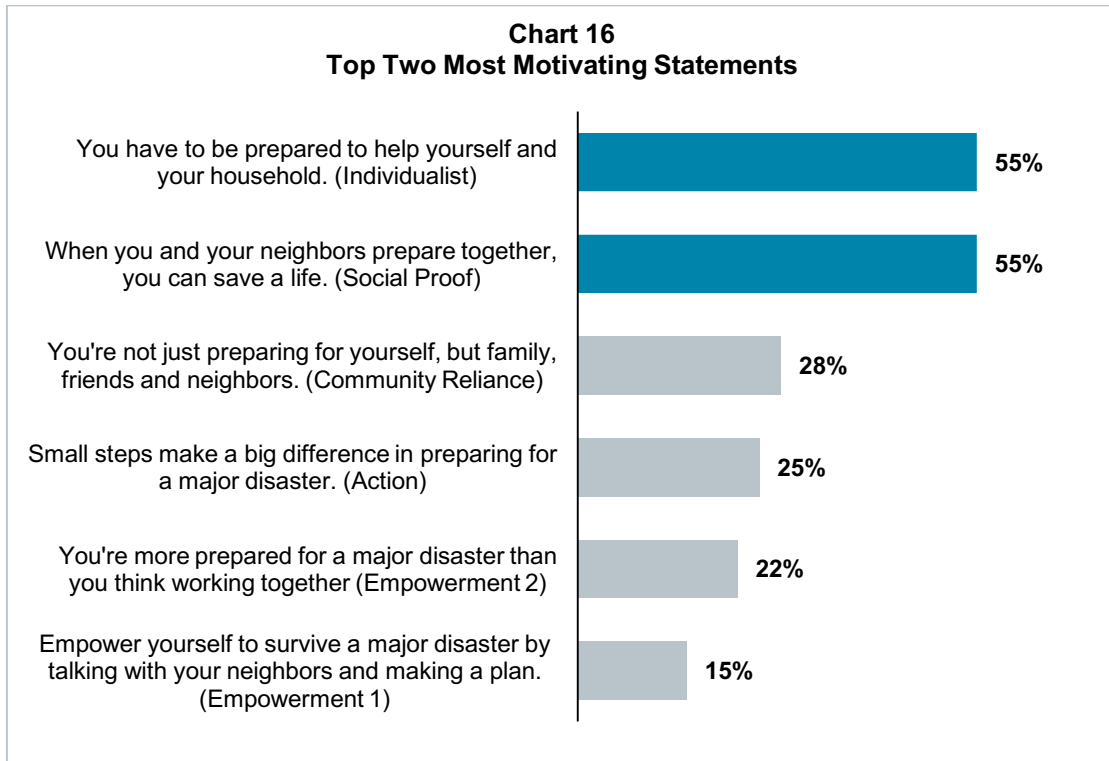
As mentioned above, primary barriers to talking with neighbors about emergency preparedness were lack of familiarity or connection with their neighbors (19%) and lack of time or opportunity (17%). The online survey asked participants to rate how motivating they found several messages that encourage those conversations (Q41-Q46; Chart 15). Participants found statements that focus on an individualist perspective (“you have to help yourself”) and a social proof message (“95% of people are rescued by a neighbor”) the most motivating; over four in ten found each of these to be *very motivating*.

**Chart 15
Motivating Messages**



Source: DHM Research, February 2017

When participants were asked to identify the two statements they found most motivating (Q47), the social proof and individualist messages were nominated most often across nearly all demographic groups (Chart 16). Participants living in North Portland preferred an action-oriented message (“small steps make a big difference”) over the social proof message (“when you and your neighbors prepare together, you can save a life”), although they also liked the individualist message.



Communications Strategy

Results suggest that Portland residents feel a sense of individual responsibility and are willing to take steps to help neighbors who may need help. Communication recommendations took into account these motivational factors. A third key message in the communications strategy aims to spur residents to take action, to *Just start* (Figure 4). In line with research findings, themes to support the *Just Start* message focus on how it will help residents' family and their neighbors.

Figure 4 Key Message: Just Start

Theme: *Every little bit counts—and any amount of preparation you do now will help in an emergency.*

Being prepared for a disaster can seem scary and overwhelming—many people don't know where to start, so they never start at all.

The good news is that **every step you take now will help you and your family in a disaster** – you don't have to be perfect, you just have to start. Take one step today.

Why leave it to chance? The more prepared you are, the more you will be able to care for yourself, your family and your neighbors in an emergency.

**Figure 5
Elevator Pitch**

Did you know 90% of people are rescued by a neighbor after an emergency? After a disaster like an earthquake, it takes time for first responders and federal agencies to get help to everyone who needs it—but we can help each other.

In fact, most Portland neighborhoods already have what we need to recover from a disaster together. We just have to take a few easy steps to get ready: a shared contact list; a household plan for what to do if power, phones, and clean water aren't available; and a quick inventory of what resources we have within walking distance.

Let's get ready together.

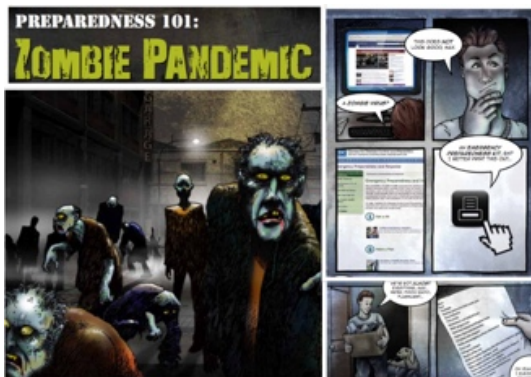
An “elevator pitch” that brings together the key messages can help City staff provide consistent messaging.

Tone and Style of Messaging

In the focus groups, participants saw three different images that varied in tone and style (Appendix K). One image was an outline of the state of Oregon, with a red seismograph line and text that read “9.0 Are you ready?” A second image contained graphical images of a zombie pandemic and frames that encouraged putting together an emergency preparedness kit. The third image showed a family having a conversation outdoors below a picture of a flooded house and the text, “Don't wait. Communicate. Make your emergency plan today.”

Focus group participants did not like the zombie pandemic image; they felt it was not serious enough. The information was easily dismissed and not seen as trustworthy. They understood the purpose was to be more funny and creative, but found the approach less effective in this context.

**Figure 6
Communications Principles: What to Avoid**



What doesn't work:

- Negative, fear-based messaging
- Aesthetically dark, confusing and overwhelming
- Devoid of people/relatable imagery
- Misplaced humor
 - Good for little things like flossing and recycling
 - Not good for serious things like disasters—feels out-of-sync with content and weight of issue
- Dark, heavy visuals

Participants found the other two images equally impactful. The majority of participants said they would be more likely to take steps to becoming prepared after seeing both of the other images and were split as to which they considered most motivating.

Participants consistently associated the “Are you prepared?” image with a potential earthquake. It clearly conveyed a sense of urgency. Participants described it as “powerful” and a clear warning. For some, the fear message was perhaps overstated. For others, it was realistic and eye-catching.

“Earthquake, to me, 9.0, that’s a big earthquake to me. When I look at them, I’m thinking are you ready for the 9.0? No, we’re not.” —Parent

“I think it’s just throwing too much fear at you. There’s nothing to back this up. It’s just 9.0. Are you ready? I guess not. This doesn’t do much for me. [The picture of the family] was more realistic and more action forward for me. This one kind of freaks me out.” —Parent

On the one hand, Portlanders related to the idea of an earthquake as a real possibility. On the other hand, discussion suggested that this kind of fear-evoking image may be counter-productive to the type of preparedness steps that encourage neighborhood cohesion.

“The thing about earthquakes for me is, yes of course, your emergency supplies matter in an earthquake. But generally, if it is going to be a severe earthquake, the structural stability of wherever you are is going to be much more important than your emergency supplies. Maybe your supplies would be important after the actual earthquake for surviving until you can get help. And so that is why to me [the picture of the family] is better because a flood or some other natural disaster, you can better prepare yourself.” —Young adult

The mixed reactions suggest that use of this type of message should be carefully weighed against the behavioral response being sought. If the goal is to encourage neighbors to come together, form connections, and start making a plan, this theme or tone may be less effective. This type of message will be more effective at imparting a clear warning message or grabbing people’s attention.

The “Don’t wait. Communicate” message was seen as more calm, not as much of an “emergency feeling.” The young adults described the image as “family friendly,” which was perhaps a barrier for some in the sense that they did not relate personally. Some people were unsure whether the image of a flood seemed relevant to the Portland area. Nonetheless, the general impression was that this image was realistic and promoted conversations to formulate an emergency plan.

“Reading [the message], it’s telling you about the truths. This is sort of a family emergency plan kind of thing. This is something that would be directed at people with kids....That’s why I chose [“Don’t wait. Communicate”]. It puts it in a real setting.” —Parent

“Real fear. I’ve seen this on TV. That’s real. That happens. You shouldn’t wait. It’s true. Looking at this, it hits you. You’re really seeing something here. It could happen. We have had rain for two weeks straight and we were on flood warning for all of those days. The snow melts, who knows?” —Parent

The tone of the final message, “Don’t wait. Communicate” seemed to be effective overall. Where people had critical feedback, it related more to the type of disaster portrayed or how much they related to the image of the family. Young adults in particular did not relate as strongly to the image of a parent with children and viewed the image as more generic.

Communication Best Practices

When it comes to the topic of emergency preparedness, communication recommendations revolve around two key principles: keep it simple and keep it relatable. Simple written and visual messaging reinforces the idea that preparedness is manageable and doesn’t need to be overwhelming⁸.

Figure 7
Communications Best Practices



Part of keeping emergency preparedness messages relatable is to offer “bite-sized” actions that residents can easily see themselves doing⁹. It also means refraining from fear-based messaging that increases anxiety but does not motivate. The primary goal is not to grab Portlanders’ attention and make them aware that a disaster could happen; over seven in ten are already aware. Rather, the goal is to get them to act upon that awareness.



⁸ See Do 1 Thing campaign, <http://do1thing.com>

⁹ See New Zealand campaign, <https://www.happens.nz>

1.8 MESSAGING PREFERENCES

Government and first responders are trusted messengers.

When asked who they trust to provide information about how to prepare for a natural disaster or emergency, online participants identified government agencies (state, local, and federal), first responders, and family and friends as the most trusted messengers (Q48; See Table 9).

Table 9
Trusted Messengers

Response Category	N=399
Government (local/state/federal/FEMA)	29%
Emergency responders	18%
Family and friends	17%
Red Cross	9%
News, the radio	8%
Neighbors/neighborhood association	7%
Myself, no one	6%
Websites (including “prepper” sites)	6%
Knowledgeable people, leaders, professionals	5%
People that have survived disaster	2%
School	2%
All other responses	1% or less
Don't know	5%

Source: DHM Research, February 2017

Younger people more often trusted family and friends when it comes to emergency preparedness. Fewer than one in ten of those aged 45 or above listed family and friends as a trusted messenger (5% - 6%), whereas 24% to 28% of those below the age of 45 listed family and friends as a trusted messenger. Among those aged 30 to 44, family and friends were more often identified as a trusted messenger than were government agencies.

Four online respondents (1%) referred specifically to PBEM or the NET program (although 51% of those from the NET list referred to PBEM or NET resources). There is room to increase awareness of the resources offered by PBEM to assist neighborhoods in becoming more prepared for a natural disaster or emergency. Consider tracking effectiveness of communications by assessing whether residents have heard of specific campaigns/messages, whether residents have used specific communication resources, such as a toolkit, or visited PBEM's website. Regular and repeated assessment would help benchmark awareness across time to help gauge the effectiveness of communications outreach. Analysis of awareness across demographic groups would help gauge effectiveness of communications across diverse audiences.

Older residents prefer traditional communication methods such as workbooks and newsletters; younger residents prefer social media and online methods.

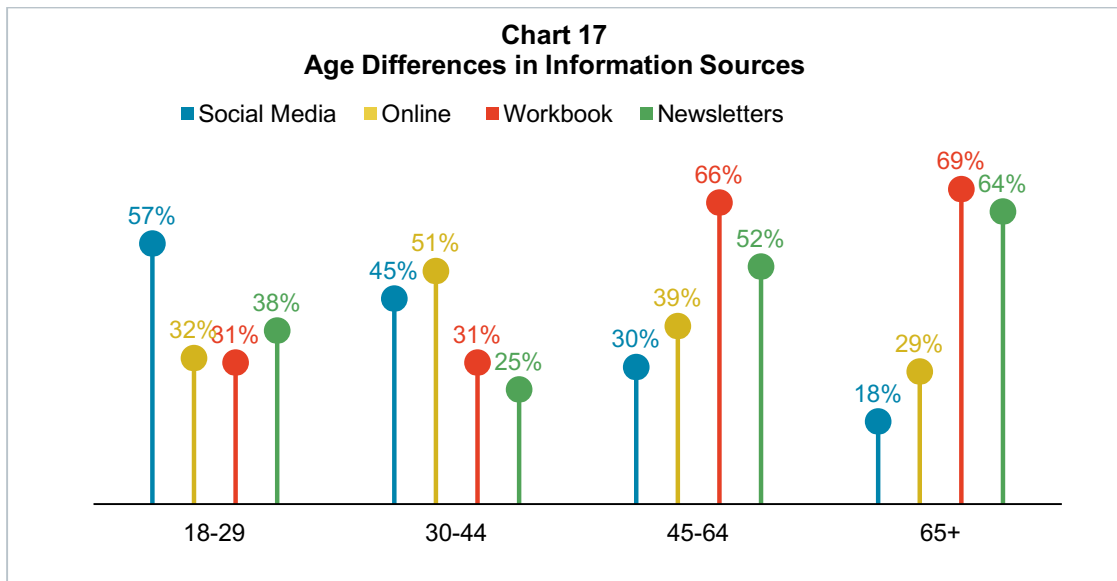
Participants in the online survey identified the most effective method to receive information about how to help neighborhoods prepare for a natural disaster or emergency (Q49). Over four in ten identified workbooks, traditional news media, and newsletters or pamphlets as the most effective ways of providing them information.

Table 10
Effective Communications Method

Response Category	N=399
A workbook I can complete to develop a plan and identify resources	47%
Traditional news media (Radio, TV, newspapers, online)	44%
Newsletters and pamphlets I can read at home	42%
Online resource for networking with neighbors	40%
Social media (Twitter, Facebook, Nextdoor)	39%
Videos I can watch at home	28%
Community meetings	28%
Newsletters and pamphlets in other languages to share with friends or family	16%
Interactive apps or games I can use on my mobile device	15%

Source: DHM Research, February 2017

Preference for several communication methods varied substantially by age. Younger participants preferred digital media, including social media, online resources, and videos. In contrast, older participants preferred workbooks or newsletters and pamphlets.



Source: DHM Research, February 2017

When asked to choose among three methods of receiving preparedness information, young adults preferred a block party; parents were split between the block party and a monthly activity sign-up.

In the focus groups, participants read three messages around specific steps to becoming prepared:

- *“Are you prepared for an emergency? Take this checklist to your local store and prepare yourself and your family today.”*
- *“Emergency preparedness doesn’t have to be overwhelming—sign up today to do one thing a month to prepare you and your household for an emergency situation. Within a year you’ll be fully prepared.”*
- *“Together your neighborhood has everything it need to survive an emergency. Attend your neighborhood’s preparedness block party on March 12 to meet your neighbors, combine resources, and make a plan.”*

Ten participants thought it likely that they would that they would use the checklist; ten thought they would use sign-up options. Twelve thought it likely they would attend a block party. When asked to pick which one they would be most likely to follow through on, young adults preferred the block party (chosen by four of the eight). Parents were essentially split between preferring the monthly sign up (four of seven) or neighborhood block party (three of seven).

The young adults liked the block party because it seemed to ease barriers such as not knowing their neighbors well, not having enough trust in neighbors, or just a general awkwardness around emergency preparedness conversations.

“[The block party is] more realistic that I would involve myself in. It sounds fun to meet my neighbors and hang out with them on a casual level while still maybe learning.”
—Young adult

“When you [are] in an emergency situation, you are vulnerable. So you don’t run to people you don’t know. This is why I think even if you don’t have a plan, just knowing people and trusting them is a big deal because you will run to them anyway. But I don’t know what it takes for me to run to my neighbor I don’t know to ask for help. I don’t know how bad it needs to be, but I wouldn’t do it even if I had a list of things that they would offer. I would still have a hard time going over if I don’t have a relationship with them.”
—Young adult

Some in the parent group also liked the informal, fun aspect of a block party to ease the conversation.

“It gives the neighbors a chance to get together all at once and do something fun. Then, we have time to talk about what is going on and what emergency plans we have.”
—Parent

Nonetheless, a few parents thought little would come of block parties, and preferred something they thought would be more effective in the long-term.

“I think something like this [sign up] would [be more effective]. At block parties...they’re going to forget about it afterwards. They’re not going to follow through afterwards. They’re going to go to a party, hang out, talk about it, and forget about it in a day or two.”
—Parent

Other parents mentioned that the idea of getting childcare for an evening get-together posed a barrier. Overall, it seemed clear that parents (and perhaps older people generally) might prefer more practical resources that they can use on their own time. Younger adults may prefer more interactive or digital resources.

1.9 Selected Group Profiles

Demographic differences in the telephone and online surveys suggested some groups may face particular vulnerabilities (young adults, older people living alone) or feel more strongly the need to be prepared (parents). The focus group research targeted two specific audiences in order to better understand potential barriers and motivations within each.

Young Adults

Young adults, as a group, have both strengths and vulnerabilities when it comes to emergency preparedness. They more often live in larger households with other people who could provide immediate support. On the other hand, fewer report being prepared for an emergency, they more often think formal agencies (such as FEMA) can be counted on for support, and they are less connected to their neighbors. Additionally, nearly one in five young adults (19%) believe someone else in their household is most responsible for preparing for a natural disaster or emergency, more than twice as many as in other age groups (3% - 9%). A challenge for planners is how to engage this population and motivate them to connect with their neighbors.

In the focus groups, only one young adult reported feeling somewhat connected to neighbors; the rest felt unconnected (Appendix H). It was clear from the group discussion that young adults did not feel they had much in common with their neighbors generally. For example, two young adults listed age differences as a barrier to having conversations about emergency preparedness with their neighbors (Appendix I) and one person noted explicitly that the only conversations he had with neighbors seemed to be the neighbors complaining about non-essential issues (leaves in the yard).

Given the general lack of connection with their neighbors, it is not surprising that young adults felt uncomfortable initiating conversations about emergency preparedness.

“I know which neighbors I would run to, but...I don't even know how major of a disaster it would take for me to walk to my neighbors that are on my right because I never see them. I think it is so awkward.”
—Young adult

“I am a pretty shy person, so it is hard for me to just go knock on somebody else's door and have a conversation with them. I am pretty awkward at small talk, and they haven't reached out to me.”
—Young adult

“For my barriers, I put the physical act of trying to negotiate with someone because I am just not really interested [in negotiating with them]...I don't want to get another negative outcome. People complain about people ringing the doorbell. “Oh, you woke up my baby. You startled my dog.” They just come off really negative. I am not a shy person..I just don't really care to do it now because I think it takes a lot of mental effort of staying consistently positive to every neighbor.”

—Young adult

Importantly, young adults identified few opportunities or occasions where they had **any** conversations with their neighbors. A key first step for young adults may therefore be to encourage situations where they can connect with their neighbors as a precursor to emergency preparedness, rather than instructing them to have discussions with their neighbors about emergency preparedness. When asked what would be a first step to helping their neighborhood get prepared, several young adults mentioned a block party. Later, when asked to consider which of three options they would be most likely to actually do, all young adults chose a block party.

“Once you get to know people you can set up a meeting, bring in experts. It is a good forum to be able to ask questions, find out more about your neighbors, that kind of thing. It is a lot easier to do in a social situation that is set up for the whole neighborhood.”

—Young adult

When asked to give advice to the Portland Bureau of Management, young adults reiterated the importance of fostering social connections among neighbors. One person suggested having members of the community tell their stories. In previous work, DHM has found that young adults value the perspectives of people with relevant lived experience. Although older people may trust experts more highly when it comes to emergency preparedness, younger people trust family and friends to a comparatively higher degree. All together, findings suggest that outreach to younger adults should make the message personal and promote informal social connections first.

Lower Income Parents

In the surveys, parents stood out as being more prepared and having a stronger sense of responsibility to be prepared. Despite these strengths, parents were also more likely to say they don't know how to get prepared or that preparing is too expensive. Parents are perhaps a ready audience, motivated to get prepared and just needing some support to nudge them to act on those feelings. The focus group included parents with household income at or below the region's median income (\$60,000) in order to focus more on those who might have fewer financial resources to draw upon.

In the focus groups, six of the seven parents felt connected to their neighbors (Appendix H). Nevertheless, only one of the parents in the focus group reported having had conversations about what to do in an emergency (mentioned in the discussion, not in the written exercises). As was the case among young adults, parents identified not knowing their neighbors as a barrier. The two groups differed slightly in how they talked about this barrier, however. Parents mentioned being busy and that they had not made talking about emergency preparedness a priority more than that they were just uncomfortable initiating the conversation.

“One of my neighbors, I did get to know. [But] it never gets to that talk. You don't think about those things until you have this snowstorm. What if three or four days of the week we had a snowstorm? You just don't think about it.”

—Parent

“A lot of the time, it's not something that you can briefly talk about. It requires a longer discussion. I guess that requires a lot of planning in itself to get people to come over and talk about this.”

—Parent

It should be noted that parents were not necessarily more comfortable with the idea of knocking on their neighbors' doors, especially those they did not know that well, to initiate the conversation.

"I think it's sort of the same hesitance to get into people's space. I would be fine with [someone knocking on my door]. You can knock on my door as many times. I don't necessarily feel bold enough to do that." —Parent

The difference is that those in the parent group seemed better able to imagine having conversations with their neighbors compared to the young adults, perhaps because they already had other conversations with some of their neighbors.

Comments in the discussion suggested that interpersonal connections with neighbors foster greater community resilience. When asked who they helped in the snowstorm earlier that year, two parents mentioned neighbors specifically and one mentioned shoveling the sidewalk for a friend's mother (Appendix G). No young adults mentioned helping neighbors, although several had helped either friends or strangers. Parents showed more awareness about who would need help, which led a few of them to check up on others without being asked for help.

"I made sure the residences at our apartment complex are taken care of. We have old residents that can't get around mobility-wise. I wanted to make sure that they were taken care of and make sure that their needs were met."

—Parent

"There's an elderly woman who is really old and her roommate just passed away a couple of months ago. I went and checked on her. I got her a couple of things. She said she didn't need anything, but I got her things anyway. Another neighbor who also has a little girl, we got them some things as well. Nobody had a car that could drive in the snow."

—Parent

In their final advice, three of the parents mentioned helping residents obtain necessary supplies (food or other items for an emergency kit). The financial costs of being prepared at the individual level is an issue; it may be a welcome contrast to provide strategies, such as talking to neighbors, that require time but not money.

1.10 Recommended Communication Strategies

The overall goals of emergency preparedness communications will be to increase the number of Portland residents who take steps to prepare for an emergency and to increase the number of Portland residents who view talking with neighbors as an important step in emergency preparedness. There are several strategies PBEM can employ to maximize reach with limited resources:

1. Activate partners to share basic info about preparedness (see more details in Outreach Calendar, Appendix O)
 - Develop a simple partner toolkit that can be shared electronically
 - Kit contents: cover letter, sample e-newsletter article, sample social media posts, "Create a Plan" template, list of resources
 - Share with public-sector partners such as targeted city bureaus and public schools throughout the Metro area.

- Develop a basic PowerPoint presentation with script.
 - Train NET and BEECN volunteers so they can respond to inbound requests for speakers and training (from churches, Boy Scout Troops, Neighborhood Associations).
- 2. Demonstrate success, spread inspiration, and connect neighbors.
 - Pitch to media and share success stories on an ongoing basis directly through PBEM and partner channels (for example, via social media or web).
 - Create and disseminate tools that make it easy for people to start conversations with their neighbors.
 - Prepare a discussion guide with example scripts, wallet-sized tip cards, sharegraphics, and short “how to” videos.
- 3. Identify and engage community organizations
 - Identify target audiences and the organizations that serve them.
 - Potential audiences: renters, communities of color, people with disabilities, senior citizens, immigrant and refugees.
 - Local organizations: Community Alliance of Tenants, Coalition of Communities of Color, Immigrant and Refugee Community Organization, Elders in Action, Neighborhood House, Easterseals Oregon.
 - Identify one neighborhood or targeted audience to focus on as a pilot project. Document success through photo, video, resident testimonials, program evaluation research.
- 4. Break the message down into small, easy steps and easy-to-digest themes
 - Implement an outreach calendar (Appendix O): Conduct outreach on a strategic, focused basis, highlighting a key theme of emergency preparedness each month, partnering with other bureaus and community organizations and spreading the message via established channels.
- 5. Enhance and update existing PBEM channels
 - Reduce the amount of text and simplify the navigation of PBEM website
 - Increase the use of visual content on Facebook and website (photos, videos, simple “one step” infographics)
 - Increase sharing of engaging/effective content created by peer organizations in other localities (such as New Zealand and Michigan). For example, “Do 1 Thing” calendar – one step a month leads to full preparedness within the year.

**Appendix A
Telephone Survey**

**Portland Bureau of Emergency Management Telephone Survey
November 10-14, 2016
N=804 Portland residents
Quotas: 4 areas, N=200 in each area
10 minutes; margin of error $\pm 3.5\%$
DHM Research #00455**

INTRODUCTION

Hello, my name is _____ from [name of fielding house]. I have some questions about your community and disaster preparedness.

As needed:

- We are not trying to sell you anything.
- The survey should only take a few minutes and I think you will find the questions interesting.
- Your answers are strictly confidential.

WARM-UP

In this survey, we will be asking you to think about large-scale emergencies or natural disasters, such as floods or earthquakes.

Following a natural disaster or large-scale emergency, how confident are you that you could count on the following people to provide help within the first three days:

Response Category	Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know
1. Other household members	66%	17%	4%	6%	8%
2. Family and friends in the area	58%	27%	7%	6%	2%
3. Neighbors	42%	38%	12%	6%	2%
4. Local emergency responders	37%	46%	10%	5%	2%
5. National relief agency, such as FEMA (If needed: the Federal Emergency Management Agency)	14%	37%	23%	16%	11%

INDIVIDUAL PREPAREDNESS

6. How likely do you think it is that a natural disaster or emergency will occur sometime in the next ten years in the Portland area?

Response Category	N=804
Very likely	26%
Somewhat likely	48%
Somewhat unlikely	16%
Very unlikely	6%
(DON'T READ) Don't know	3%

7. What type of natural disaster or emergency are you most concerned about happening here in Portland? **(Open; record response)**

Response Category	N=804
Earthquake	83%
Floods/Rain	11%
Volcanic Eruption	3%
All other responses	2% or less
Not concerned	2%
(DON'T READ) Don't know	3%

There are many steps people may take to prepare for a natural disaster or emergency. Let us know whether you have done, plan to do, or have not done each of the following:

Response Category	Have done	Plan to do	Have not done	Don't know
8. Talked with members of your household about where to meet in case of a natural disaster or emergency	46%	14%	35%	5%
9. Made an emergency kit for your household with basic items like food, water, a battery-powered radio, a flashlight and first-aid kit	52%	22%	25%	1%
10. Developed a plan for what your household would do in case of a natural disaster or emergency that left you without electricity or water for an extended period of time, for example, two weeks	37%	23%	38%	1%

11. (If “yes” to any of Q8-10) What motivated you to take steps to prepare for a natural disaster or emergency? (Open; record response)

Response Category	N=554
Need to be prepared/Common sense	27%
Chances of possible earthquake/Disaster	21%
Media/Articles about possible future earthquakes	19%
Friends/Family/Coworkers Advice	7%
Took training/Part of job	7%
Prior experience in earthquake/Disasters	6%
All other responses	3% or less
(DON'T READ) Don't know	1%

NEIGHBORHOOD PREPAREDNESS

How many of your neighbors...

Response Category	Most	Some	Few	One	None	Don't know
12. Do you know by name?	40%	25%	24%	4%	6%	1%
13. Would you feel comfortable asking for a small favor such as yardwork or borrowing a cup of sugar?	45%	22%	16%	6%	11%	1%
14. Could you provide accurate information about the number of people living in their home to first responders in the case of an emergency?	45%	24%	17%	3%	9%	2%

There are many steps neighborhoods may take to prepare for a natural disaster or emergency. Let us know whether individuals in your neighborhood or your neighborhood association have done, plan to do, or have not done each of the following:

Response Category	Have done	Plan to do	Have not done	Don't know
15. Talked with your neighbors about what to do in case of a natural disaster or emergency?	15%	9%	68%	8%
16. Developed and shared a plan for what people in the neighborhood would do in case of a natural disaster or emergency that left your area without electricity or water for an extended period of time, for example, two weeks?	13%	12%	62%	14%

17. (If “yes” to any of Q15-16) What do you think motivated your neighborhood to take steps to prepare for a natural disaster or emergency? (Open; record response)

Response Category	N=162
Media/Articles about possible future earthquakes	19%
Need to be prepared/Common sense	19%
People being aware/educated of the possibility of earthquakes/disasters	11%
Disaster can happen	10%
Good chance of earthquake happening	9%
Had a group/social meeting	8%
Talking to neighbors to prepare	7%
Family concerns	4%
May take time for government to help	4%
All other responses	3% or less
(DON'T READ) Don't know	13%

DEMOGRAPHICS

18. I identify my gender identity as:

Response Category	N=804
Male	50%
Female	50%
Non-binary or gender non-conforming	N=1

19. Age (Record from sample)

Response Category	N=804
18-29	24%
30-44	32%
45-64	31%
65+	13%
(DON'T READ) Refused	N=1

20. Area of the city (Record from sample)

Response Category	N=804
Central/NE	16%
East	57%
North	11%
West	16%

21. Which category best describes your 2015 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response Category	N=804
Less than \$25,000	12%
\$25,000 to less than \$50,000	22%
\$50,000 to less than \$75,000	18%
\$75,000 to less than \$100,000	12%
\$100,000 to less than \$150,000	10%
\$150,000 or more	6%
(DON'T READ) Refused	20%

22. Which of the following best describes your race or ethnicity? **(Allow for multiple responses)**

Response Category	N=804
African American/Black	5%
Asian/Pacific Islander	3%
Hispanic/Latino	4%
Middle Eastern/North African	N=1
Native American/American Indian	2%
White/Caucasian	79%
Other	6%
(DON'T READ) Refused	3%

23. Including yourself, how many people currently live in your household? **(Record number)**

Response Category	N=804
1	19%
2	33%
3	20%
4	19%
5+	8%
(DON'T READ) Refused	1%
Mean	2.7

24. Do any children under age 18 live in your home?

Response Category	N=804
Yes	29%
No	70%
(DON'T READ) Refused	1%

25. Party **(Record from sample)**

Response Category	N=804
Democrat	61%
Republican	11%
Independent	17%
Other	1%
Non-affiliated	9%

26. Do you live in a single family home or multi-family residence?

Response Category	N=804
Single family	80%
Multi-family	17%
Other (Record)	2%
(DON'T READ) Refused	1%

27. Do you or someone in your household have a physical or mental disability that would create significant challenges or increase your vulnerability in a natural disaster or emergency?

Response Category	N=804
Yes	16%
No	83%
(DON'T READ) Don't know	1%
(DON'T READ) Refused	N=3

**Appendix B
Online Survey**

**Portland Bureau of Emergency Management Online Survey
January 2017
Portland residents, 20 minutes
City Wide Sample: N=399; margin of error ±4.9%
NET Sample: N=174
DHM Research #00456**

LANDING PAGE

Emergency Preparedness Survey

Thank you for taking the time to answer these survey questions. The purpose of the survey is to gather feedback from Portland residents, such as yourself, about our city and how we can all better prepare for large-scale natural disasters or emergencies. Your feedback is very important and will help to inform decisions on issues that are important to the community. We value your candid responses.

This survey may take up to 15 minutes to complete and will be available until January 20, 2017. Your responses are completely confidential and no name or identifying information will be associated with your responses.

Thank you for providing your feedback!

Portland Bureau of Emergency Management

SCREENER

S1. In which area of the city do you live? **[Map image with areas numbered. If they are not Portland, TERM]**

Response Category	City-Wide N=399	NET N=171
West	16%	15%
North	11%	18%
Central/NE	16%	12%
East	57%	56%

[New Page]

In this survey, we will be asking you to think about large-scale emergencies or natural disasters, such as floods or earthquakes.

WARM-UP

1. How concerned are you about a natural disaster or emergency that would leave your household without electricity or water for at least two weeks?

Response Category	City-Wide N=399	NET N=174
Very concerned	38%	55%
Somewhat concerned	40%	40%
Not too concerned	18%	6%
Not at all concerned	5%	--
Don't know	0%	--

2. How prepared is your household for a natural disaster or emergency that leaves your household without electricity or water for at least two weeks?

Response Category	City-Wide N=399	NET N=174
Very prepared	14%	13%
Somewhat prepared	38%	61%
Not too prepared	30%	21%
Not at all prepared	18%	6%
Don't know	1%	--

3. How prepared is your neighborhood for a natural disaster or emergency that leaves most households without electricity or water for at least two weeks?

Response Category	City-Wide N=399	NET N=174
Very prepared	9%	1%
Somewhat prepared	21%	15%
Not too prepared	29%	39%
Not at all prepared	14%	16%
Don't know	27%	29%

4. In your household, who do you think is most responsible for preparing for a natural disaster or emergency?

Response Category	City-Wide N=399	NET N=174
Myself	56%	70%
Someone else	10%	--
I share responsibility with someone else	32%	30%
Don't know	2%	--

5. In the case of a natural disaster or emergency, where you faced significant hardship such as lack of water or electricity for an extended period of time, who would you rely on first to provide help?

[OPEN]

Response Category	City-Wide N=399	NET N=174
Myself	25%	47%
Family/significant other/partner	23%	16%
Neighbors/neighborhood association	14%	51%
City of Portland/Multnomah County/State government	10%	9%
Red Cross	9%	4%
Firefighters/police/emergency responders	6%	2%
Friends	5%	11%
FEMA/Federal government	3%	6%
Government (general)	2%	3%
Utility company	2%	--
Other	10%	5%
Don't know/Not sure	5%	2%
Invalid response	7%	--

[New Page]

6. From the following list, please identify the three resources you would most rely on to provide you help in the first three days following a natural disaster or emergency? [RANDOMIZE]

Response Category	City-Wide N=399	NET N=174
Other household members	68%	60%
Family and friends in the area	66%	72%
Neighbors	52%	89%
Local emergency responders	38%	52%
National relief agency, such as FEMA (the Federal Emergency Management Agency)	37%	13%
School community	15%	5%
Faith community	13%	6%
Co-workers	11%	3%

[New Page]

[ROTATE BARRIERS AND MOTIVATIONS SECTIONS]

Disaster preparedness includes buying disaster kits and making specific plans with family or neighbors, but it also includes participating in training or drills and learning what to do in a natural disaster or emergency situation.

[Barriers]

There may be many reasons people do not take steps to prepare for a natural disaster or emergency. Tell us how strongly you agree that each of the following statements are true for you: **[ROTATE LIST]**

Response Category	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
7. I don't know where to get information about preparing for natural disasters or emergencies.					
City-Wide	12%	26%	31%	28%	3%
NET	2%	6%	20%	72%	--
8. I don't know how to get prepared.					
City-Wide	10%	27%	33%	28%	2%
NET	3%	11%	21%	64%	1%
9. I don't have time to prepare.					
City-Wide	5%	21%	33%	40%	1%
NET	2%	17%	29%	52%	1%
10. Preparing is too expensive.					
City-Wide	14%	26%	31%	25%	4%
NET	8%	39%	24%	30%	--
11. I don't want to think about preparing for natural disasters or emergencies.					
City-Wide	10%	32%	28%	28%	2%
NET	3%	12%	21%	63%	1%
12. I have just never thought about preparing for natural disasters or emergencies.					
City-Wide	9%	26%	28%	36%	1%
NET	2%	2%	12%	84%	1%
13. I don't need training to know how to react in a natural disaster or emergency.					
City-Wide	10%	17%	40%	31%	2%
NET	2%	3%	28%	66%	1%
14. Preparing for a natural disaster or emergency is overwhelming, I don't know where to start.					
City-Wide	17%	34%	30%	18%	1%
NET	6%	25%	21%	48%	1%
15. I have other priorities that come before disaster preparedness.					
City-Wide	10%	34%	32%	21%	2%
NET	6%	37%	34%	22%	--
16. It's impossible to know if a natural disaster or emergency will happen and how best to prepare for it.					
City-Wide	16%	39%	25%	18%	2%
NET	1%	13%	30%	55%	1%
17. If someone helped me know where to begin, I'd be more likely to prepare.					
City-Wide	26%	44%	21%	9%	0%
NET	34%	33%	14%	14%	6%

Response Category	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
18. If Portland experiences a major natural disaster or emergency, being individually prepared won't be enough. What really matters is how quickly government agencies bring help.					
City-Wide	27%	37%	23%	11%	2%
NET	11%	25%	26%	37%	1%
19. I don't have the space to store the supplies I would need to be prepared.					
City-Wide	18%	25%	27%	28%	1%
NET	9%	22%	24%	45%	--
20. In the case of a natural disaster or emergency that left me without electricity or water for at least two weeks, I would leave Portland.					
City-Wide	11%	30%	22%	26%	10%
NET	9%	16%	28%	36%	12%

21. In your own words, what is the most significant reason that prevents you from deciding to prepare for a natural disaster or emergency? **[OPEN]**

Response Category	City-Wide N=399	NET N=174
Cost/money	19%	28%
Inconvenience/time	12%	20%
Don't think disaster will happen/affect me	11%	3%
Limited storage space	10%	17%
I am prepared already	8%	30%
Lack of knowledge/don't know how	8%	8%
Procrastination/laziness	7%	7%
Unsure how to begin/it's overwhelming	7%	7%
Haven't thought/don't want to think about it	4%	4%
Importance of being prepared	4%	--
Other priorities	3%	13%
Don't know when or what disaster will occur	1%	2%
No good reason/nothing	9%	3%
Other	--	7%
Don't know	2%	--
Invalid response	6%	--

[Motivations]

There may be many reasons people decide to get prepared. Tell us how much each of these statements motivates you to prepare for a natural disaster or emergency.

Response Category	Very Motivating	Somewhat Motivating	Not Too Motivating	Not at All Motivating	Don't know
22. My job, school or another community organization encourages me to have a family disaster plan.					
City-Wide	18%	39%	23%	12%	7%
NET	20%	44%	18%	11%	7%
23. My job, school or another community organization encourages me to take training to prepare for natural disasters or emergencies.					
City-Wide	20%	33%	25%	14%	8%
NET	24%	38%	21%	9%	8%
24. People I know have taken steps to get prepared.					
City-Wide	21%	44%	20%	8%	7%
NET	35%	49%	10%	1%	5%
25. Natural disasters or emergencies in other places make me think about getting prepared.					
City-Wide	33%	45%	18%	3%	1%
NET	44%	48%	6%	1%	1%
26. Natural disasters or emergencies I have experienced make me think about getting prepared.					
City-Wide	23%	43%	16%	10%	8%
NET	31%	28%	21%	5%	16%
27. I feel like it is my responsibility to take care of my family in a natural disaster or emergency.					
City-Wide	52%	37%	7%	2%	2%
NET	80%	16%	3%	--	1%
28. It's my responsibility as a community member to be prepared to help myself and others.					
City-Wide	32%	46%	16%	4%	2%
NET	70%	27%	3%	--	1%
29. If there were a natural disaster or emergency, the police and fire department would not be able to help everyone immediately.					
City-Wide	40%	44%	11%	4%	2%
NET	75%	21%	2%	2%	1%

30. In your own words, what is the most significant reason that encourages you to decide to prepare for a natural disaster or emergency? **[OPEN]**

Response Category	City-Wide N=399	NET N=174
Family/partner/kids/friends/neighbors	27%	35%
Thoughts of specific disasters in other places/past experience	13%	13%
Sense of personal responsibility/duty/self-sufficiency	11%	33%
Inability or lack of desire to rely on others/emergency services/government	9%	15%
Sense of inevitability/unpredictability of disaster	8%	7%
Survival/not wanting to die	8%	6%
Desire to be prepared for lack of access to resources	7%	8%
Community pressure/encouragement	4%	3%
Nothing/not motivated	3%	--
Fear	2%	4%
Common sense	1%	--
Other	8%	7%
Don't know	3%	1%
Invalid response	6%	1%

[New Page]

NEIGHBORHOOD PREPAREDNESS

31. Have you talked with your neighbors about what to do in case of a natural disaster or emergency?

Response Category	City-Wide N=399	NET N=174
Have done	15%	48%
Plan to do	16%	29%
Have not done	68%	23%
Don't know	1%	--

32. If Q31 **“Have done”**: What motivated you to talk to your neighbors? **[OPEN]**

Response Category	City-Wide N=58	NET N=84
Desire to help others	18%	12%
Self-preservation/mutual benefit	15%	15%
Neighborhood association/community	15%	14%
Thought of disaster/emergency	9%	7%
NET training	--	27%
Other	26%	24%
Don't know	2%	--
Invalid response	15%	--

If Q31 “Plan to do”: What, if anything, has prevented you from having those conversations? [OPEN]

Response Category	City-Wide N=63	NET N=50
Unfamiliar with neighbors	19%	24%
Lack of time/opportunity	17%	32%
Don't want to think about it	6%	6%
Haven't thought about it	5%	2%
Laziness	3%	8%
Lack of information	2%	14%
None/not applicable	18%	2%
Other	11%	10%
Don't know/not sure	6%	2%
Invalid response	14%	--

If Q31 “Have not done”: What might motivate you to have those conversations? [OPEN]

Response Category	City-Wide N=273	NET N=40
A disaster/problem	16%	5%
More familiarity/comfort with neighbors	16%	23%
Gathering/neighborhood meetings	13%	18%
Someone else initiating	8%	5%
More information	4%	8%
This survey	3%	--
Time	1%	5%
Outline of how to start conversation	0%	5%
Nothing	10%	3%
Other	13%	15%
Don't know/not sure	15%	15%
Invalid response	2%	--

[New Page]

[SPLIT SAMPLE A INTRO]

In a natural disaster or emergency, 95% of rescues are done by a neighbor. Knowing this, how likely are you to take each of the following steps to help your neighborhood come together and be prepared for an emergency situation? **[ROTATE LIST]**

Response Category	Already Have Done	Very Likely	Somewhat Likely	Not Too Likely	Not at All Likely	Don't know
33a. Participate in emergency preparedness trainings that give me tools to help my neighborhood.						
City-Wide	8%	32%	30%	25%	4%	1%
NET	67%	20%	9%	3%	--	1%
34a. Talk with my neighbors about my household's plan.						
City-Wide	10%	21%	32%	21%	13%	3%
NET	19%	35%	35%	7%	2%	2%
35a. Talk with my neighbors about developing a plan together to support each other.						
City-Wide	11%	23%	40%	18%	5%	3%
NET	16%	42%	35%	3%	--	3%
36a. Talk with my neighbors to identify people who might need extra help.						
City-Wide	13%	31%	33%	15%	7%	1%
NET	26%	42%	29%	2%	--	1%
37a. Talk with my neighbors to identify which people could provide help.						
City-Wide	9%	25%	37%	20%	6%	2%
NET	25%	41%	30%	2%	--	2%
38a. Participate in community organization efforts to plan for a natural disaster or emergency.						
City-Wide	9%	24%	39%	20%	7%	1%
NET	56%	25%	12%	3%	1%	2%
39a. Lead community organization efforts in my neighborhood to develop a plan.						
City-Wide	9%	14%	22%	33%	20%	2%
NET	26%	23%	26%	16%	5%	2%
40a. Follow a plan other people in my neighborhood have developed.						
City-Wide	10%	30%	38%	12%	6%	4%
NET	14%	56%	16%	4%	1%	8%

[SPLIT SAMPLE B INTRO]

How likely are you to take each of the following steps to help your neighborhood come together and be prepared for an emergency situation? **[ROTATE LIST]**

Response Category	Already Have Done	Very Likely	Somewhat Likely	Not Too Likely	Not at All Likely	Don't know
33b. Participate in emergency preparedness trainings that give me tools to help my neighborhood.						
City-Wide	9%	27%	38%	18%	6%	2%
NET	47%	40%	10%	4%	--	--
34b. Talk with my neighbors about my household's plan.						
City-Wide	7%	12%	35%	27%	15%	5%
NET	18%	35%	29%	12%	5%	1%
35b. Talk with my neighbors about developing a plan together to support each other.						
City-Wide	7%	21%	32%	26%	8%	6%
NET	12%	48%	28%	11%	1%	--
36b. Talk with my neighbors to identify people who might need extra help.						
City-Wide	8%	25%	33%	19%	10%	5%
NET	13%	54%	23%	10%	--	--
37b. Talk with my neighbors to identify which people could provide help.						
City-Wide	8%	22%	34%	21%	10%	5%
NET	12%	52%	24%	12%	--	--
38b. Participate in community organization efforts to plan for a natural disaster or emergency.						
City-Wide	7%	26%	35%	23%	7%	3%
NET	41%	33%	19%	5%	--	2%
39b. Lead community organization efforts in my neighborhood to develop a plan.						
City-Wide	6%	17%	20%	29%	26%	3%
NET	16%	27%	34%	18%	6%	--
40b. Follow a plan other people in my neighborhood have developed.						
City-Wide	7%	30%	43%	10%	5%	4%
NET	8%	59%	24%	4%	1%	4%

MESSAGE CONCEPTS

How motivating are the following statements in moving you to take more steps to prepare for a natural disaster or emergency? **[ROTATE LIST]**

Response Category	Very Motivating	Somewhat Motivating	Not Too Motivating	Not at All Motivating	DK
41. (<i>INDIVIDUALIST</i>) If there is a major disaster in Portland, chances are good that local emergency responders and federal support services like FEMA won't be able to assist you for weeks and maybe even months—you have to be prepared to help yourself and your family or household.					
City-Wide	46%	38%	10%	4%	2%
NET	76%	18%	4%	1%	1%
42. (<i>SOCIAL PROOF</i>) After a major disaster, 95% people are rescued by their neighbors rather than emergency responders. When you and your neighbors prepare together, you can save a life.					
City-Wide	44%	41%	11%	2%	3%
NET	70%	26%	2%	1%	1%
43. (<i>COMMUNITY RELIANCE</i>) You're not just preparing for yourself, but for your family, friends and neighbors. You have the power to be an everyday hero.					
City-Wide	27%	44%	17%	8%	3%
NET	35%	41%	18%	5%	1%
44. (<i>ACTION</i>) Small steps make a big difference in preparing for a major disaster. Take the first step today by making a list of your neighbors, and then visit our website for more quick tips that could save your life.					
City-Wide	23%	46%	21%	6%	3%
NET	29%	49%	17%	2%	2%
45. (<i>EMPOWERMENT</i>) You can be your own hero: empower yourself to survive a major disaster by talking with your neighbors and making a plan.					
City-Wide	27%	42%	20%	8%	2%
NET	33%	42%	18%	6%	1%
46. (<i>EMPOWERMENT</i>) You and your neighbors are more prepared for a major disaster than you think when you work together. Start the conversation today about the resources on your block.					
City-Wide	20%	45%	23%	9%	3%
NET	32%	50%	15%	1%	2%

47. Now, select the **two** statements you find most motivating.

Response Category	City-Wide N=399	NET N=174
Individualist	55%	73%
Social Proof	55%	72%
Community Reliance	28%	11%
Action	25%	17%
Empowerment #1	22%	6%
Empowerment #2	15%	21%

MESSENGERS

48. Who do you trust to give you information about how to prepare for a natural disaster or emergency?
[OPEN]

Response Category	City-Wide N=399	NET N=174
Government (local/state/federal/FEMA)	29%	44%
Emergency responders	18%	17%
Family and friends	17%	4%
Red Cross	9%	26%
News/radio	8%	1%
Neighbors/neighborhood association	7%	5%
Myself/no one	6%	1%
Websites (including “prepper” sites)	6%	5%
Knowledgeable people, leader, professionals	5%	6%
People that have survived disaster	2%	1%
School	2%	1%
Disaster relief organizations/nonprofits	1%	5%
NET trainings/PBEM	1%	51%
Church	1%	1%
Utility companies	1%	--
Outdoor businesses (REI, Cabela’s etc.)	0%	1%
Other	7%	9%
Don’t know/Not sure	5%	6%
Invalid response	6%	--

49. The City of Portland is trying to determine how best to provide information to residents about preparing for a natural disaster or emergency. They need your help prioritizing the most effective ways to reach you. Choose the three most effective ways for you to receive information about how to help you and your neighborhood prepare for a natural disaster or emergency. [ROTATE LIST]

Response Category	City-Wide N=399	NET N=174
Social media (Twitter, Facebook, Nextdoor)	39%	30%
Traditional news media (Radio, TV, Newspapers, Online)	44%	17%
Videos I can watch at home	28%	30%
Interactive apps or games I can use on my mobile device	15%	9%
Newsletters and pamphlets in other languages to share with friends or family	16%	9%
A workbook I can complete to develop a plan and identify resources	47%	58%
Newsletters and pamphlets I can read at home	42%	29%
Community meetings	28%	57%
Online resource for networking with neighbors	40%	61%

50. Are there any additional ways that the City of Portland should provide information to residents about preparing for a natural disaster or emergency? **[OPEN]**

Response Category	City-Wide N=314	NET N=115
Training: classes, meetings, talks, drills	9%	17%
More information	7%	7%
Community: neighborhood associations, schools, libraries, churches, festivals, fairs	7%	37%
News, TV, social media	6%	10%
Mail/bill inserts/newsletters	5%	8%
Cell phone/text	3%	2%
Website (including for other organizations such as Red Cross)	2%	3%
Billboards	2%	5%
Email	2%	1%
Workbook, kit	1%	3%
Multi-lingual outreach	0%	3%
None	34%	4%
Other	10%	18%
Don't know	8%	7%
Invalid response	9%	--

DEMOGRAPHICS

51. I identify my gender as:

Response Category	City-Wide N=399	NET N=171
Male	48%	34%
Female	52%	66%
Non-binary or gender non-conforming	N=2	--

52. In what year were you born? _____ (collect open end)

Response Category	City-Wide N=399	NET N=168
18-29	24%	3%
30-44	32%	30%
45-64	31%	41%
65+	13%	26%

53. What is the highest level of education that you have completed?

Response Category	City-Wide N=399	NET N=171
Less than high school	1%	1%
High school diploma	25%	2%
Some college	29%	11%
College degree	25%	34%
Graduate/professional school	20%	52%

54. Which category best describes your 2015 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response Category	City-Wide N=399	NET N=174
Less than \$25,000	19%	9%
\$25,000 to less than \$50,000	22%	17%
\$50,000 to less than \$75,000	17%	14%
\$75,000 to less than \$100,000	15%	20%
\$100,000 to less than \$150,000	15%	21%
\$150,000 or more	7%	16%
Prefer not to answer	5%	4%

55. Which of the following best describes your race or ethnicity? (Allow for multiple responses)

Response Category	City-Wide N=399	NET N=173
African American/Black	5%	24%
Asian/Pacific Islander	7%	28%
Hispanic/Latino	6%	81%
Middle Eastern/North African	N=1	--
Native American/American Indian	2%	3%
White/Caucasian	80%	94%
Other	N=1	1%
Prefer not to answer	1%	--

56. Including yourself, how many people currently live in your household? [OPEN]

Response Category	City-Wide N=399	NET N=174
1	15%	24%
2	44%	44%
3	17%	16%
4	18%	12%
5+	7%	5%
Mean	2.7	2.4

57. Do any children under age 18 live in your home? [SKIP IF Q56=1]

Response Category	City-Wide N=399	NET N=174
Yes	30%	28%
No	70%	71%
Prefer not to answer	N=1	1%

58. Do you live in a single family home or multi-family residence?

Response Category	City-Wide N=399	NET N=174
Single family	76%	80%
Multi-family	18%	16%
Other (Record)	4%	3%
Prefer not to answer	1%	1%

59. How many years have you lived in the city of Portland? **[OPEN]**

Response Category	City-Wide N=399	NET N=174
0-5 years	21%	19%
6-10 years	16%	15%
11-20 years	19%	21%
21+ years	44%	45%
Mean	22.0	21.1

60. Do you or someone in your household have a physical or mental disability that would create significant challenges or increase your vulnerability in a natural disaster or emergency?

Response Category	City-Wide N=399	NET N=174
Yes	19%	12%
No	78%	83%
Don't know	2%	3%
Prefer not to answer	1%	2%

**Appendix C
Focus Group Demographics**

**City of Portland Bureau of Emergency Management/Messaging
DHM Research
Project #00457**

**Group #1 Younger Residents; 2/23/17; Portland; N=8
Group #2 Lower-Income Parents; 2/25/17; Portland; N=7**

Nearest Intersection

Group 1	Group 2
74 th and Powell Blvd	15 th Avenue
76 th and Holgate	2 nd Avenue
Killingsworth and Interstate	Beaverton Hillsdale Hwy and Western
Lesser Rd/Lesser Way near Haines St	N. Lombard and Portsmouth
NE 33 rd and Ainsworth	N. Lombard and Ida
NE 7 th and Fremont	SE 17 th and McLaughlin Blvd.
Sandy	SE Stark and 15 th
[No response]	

Length of Residency

Response Category	Group 1	Group 2
0-5 years	6	3
6-10 years	1	3
11-20 years	--	1
21+ years	1	--

Occupation

Group 1	Group 2
Designer	Building Monitor
Grocery stocker	Childcare Provider
Senior Financial Analyst	Economic Consultant
Server	Homemaker; Former Pastry Chef
Student	Massage Therapist
Student	Personal Driver
Unemployed	Temporary worker with agencies
Wilderness Therapy Guide	

Education Level

Response Category	Group 1	Group 2
High school or less	2	2
Some College; Technical School; Community College; 2-Year Degree	3	4
College Degree; 4-Year Degree	2	1
Graduate Degree	1	--

Household Income

Response Category	Group 1	Group 2
Under \$15,000	1	--
\$15,000 - \$29,999	1	2
\$30,000 - \$49,999	2	2
\$50,000 - \$74,999	--	3
\$75,000 - \$99,999	3	--
\$100,000+	1	--

Number of People in Household

Response Category	Group 1	Group 2
1	1	--
2	1	1
3	2	3
4	1	2
5	2	--
6+	1	1

Number of People <18 (Ages)

Group 1	Group 2
2 (11, 16)	1 (17)
0	1 (14)
0	1 (14)
0	1 (No age listed)
0	2 (3, 8 months)
0	1 (5)
0	5 (15, 13, 10, 7, 4)
0	

Complicating Disability in Household

Response Category	Group 1	Group 2
Yes	1	--
No	7	7

Pets in Household

Response Category	Group 1	Group 2
Yes	7	2
No	1	5

Type of Residence

Response Category	Group 1	Group 2
Single-Family Home	5	5
Multi-Family Residence	2	1
Other ("Apartment")	1	1

Age

Response Category	Group 1	Group 2
18 – 24	1	--
25 – 34	7	2
35 – 44	--	3
45 – 54	--	2
55 – 64	--	--
65 – 74	--	--
75+	--	--

Gender

Response Category	Group 1	Group 2
Male	3	3
Female	5	4
Non-Binary or Gender Non-Conforming	--	--
Other	--	--

Racial or Ethnic Group

Response Category	Group 1	Group 2
White/Caucasian	4	6
Black/African American	--	1
Spanish/Hispanic	--	--
Asian or Pacific Islander	2	--
Native American	--	--
Other	2	--

Appendix D Written Exercise 1

Write down the first words or phrases you think of when you hear the following terms:

“Emergency preparedness”

Group 1

- 3-hour rule without shelter (extreme weather); 3 days without water; 3 weeks without food.
- A foundation of primitive skills to keep you alive.
- Bottles of water; batteries; flashlights; blankets; a safe place aware from residence.
- Emergency supplies; plan of action for an emergency.
- First aid kit; shelf stable food.
- Food supply; money supply; safe places/shelters; escape route; emergency plans.
- Natural disaster; Amber Alerts; end of the world, war.
- Water, tents, routes.

Group 2

- Earthquake; fire; flood; natural disaster.
- Family plan; supplies kit; escape route.
- Get ready; plan ahead; stockpile; pantry.
- Preppers; water; supplies; ready to eat; army surplus; disaster.
- Water; emergency food, flashlight; extra.
- Water; food; fire in the house; heat.
- Water; food; shelter; information.

“Disaster preparedness”

Group 1

- Being physically ready for a natural disaster. Having supplies or know how to get supplies.
- Big proportion emergency; same as above? [*Food supply; money supply; safe places/shelters; escape route; emergency plans*].
- Earthquake insurance; Flood insurance.
- Emergency box with food, drink, warmth.
- Long term, shelter.
- Natural disaster.
- Plan of action, contact plan if separated.
- Wondering if my house meets seismic code.

Group 2

- Extra shoes; flashlight; flares; blanket; water; food.
- First aid kit; leaving in a car; neighbors coordinating help.
- Flood; natural disaster; earthquake; ready.
- Long-term stability; plan ahead; stockpile.
- Meet-up spot; first aid kit; supplies kit.
- Plan; know where loved ones are.
- Safety.

“Community resilience”

Group 1

- Collaboration; sharing; rebuilding the community; support; teamwork; restoring; overcoming issues.
- Community-level of being prepared, community members helping each other in case of emergency of other situation.
- Knowing your neighbors and extending help to those around you when in a situation that calls for it.
- Nextdoor app (mobile).
- The ability to come together with neighbors and survive emergency situations, large or small.
- The willpower of the people.
- What hardships a community can endure without collapsing.
- Working together, effort.

Group 2

- Bouncing back; bonds; surviving; together.
- Coming together; helping each other; plan.
- Community coming together; whole have a game plan.
- Community support; communication; teamwork.
- Neighbors; walkability—proxy for other items.
- Prepared; working together; helping others in need; teamwork.
- Working with local organizers to restore homes/services.

Appendix E Written Exercise 2

What does your household need to do to be prepared for a large-scale emergency or natural disaster? Make a list.

Group 1

- Emergency supplies (food, flashlights, etc.); game plan for emergency—where to meet up, etc.; contact point/meetup place.
- Figure out a safe meeting place; have a kit of basic emergency items on hand (bottled water, flashlights...).
- Get a gun (ammo); have a plan; have tools (Swiss army knives); unperishable foods.
- Have a supply of cash on hand; water and food (non-perishable); first aid kit; copy of all documents; hygiene items. I grew up in a war zone, haven't done it all in Portland though.
- Have enough water and food for a month or two; make a safety route; have shelter and extra clothes.
- Have supplies on standby for wilderness/primitive living: sleeping bags, sleeping pads, tents, backpack, knife, bow drill, cookware, food and water filtration.
- Lots of cat food, wet and dry (3-month supply); litter; water (lots of it); space food; dry food (ramen); propane gas stove; flashlights; knives.
- Make a plan! Come together to fill emergency box and supply first aid kit: gather food and water; gather first aid kit; get candles; discuss plan; practice plan.

Group 2

- Buy supplies; build a game plan on where to meet; contact info.
- Have a plan; emergency kit; escape exits; phone numbers; monthly talk.
- Have an emergency kit someplace; make a kit or plan on how to find each other; communicate with family.
- Heating/cooking; emergency shelter; emergency kit—supplies, first aid, water—bottled and purifier; way to communicate if we're separated.
- Plan ahead; stockpile items needed, i.e. water, blankets, food; make up wills; put 'other things/plans in writing; communicate to family members.
- Survival kit; first aid; plan to meet somewhere if apart when disaster hits; emergency food and water stash.
- Water and food supplies; money/cash; exit plan; practice; survival supplies—make a kit—flashlights/fire supplies/tools.

What does your neighborhood need to do to be prepared for a large-scale emergency or natural disaster? Make a list.

Group 1

- Have supplies ready; be willing to help out neighbors—figure out who has certifications that could help (e.g. CPR/first aid, etc.).
- I'm not sure.
- It needs to have a (1) community shelter (2) ideally a large supply of supplies listed above; (3) have a point person/people to coordinate escape routes and use of supplies; (4) have designated drivers if applicable with a supply of gas.
- Look ahead, if there is going to be a disaster, communicate; have an evacuation plan; commercialize on TV to prepare.

- Not sure. Maybe community meetings; discuss large-scale plan.
- People need shovels/sandbags, unclog the drain; Community reach out centers every 20 blocks; chop down dangerous/rotting trees.
- Social: host and attend a bi-monthly or annual meeting to discuss realistic ways to handle disasters. Meeting notes could be shared over social media. Built: have infrastructure up to code.
- Trust each other; be kind/calm/collected; maybe talk about a plan.

Group 2

- Check if buildings are in code (earthquake); communicate better; plan.
- Come up with an emergency shelter; have a good notifying system, for example a siren.
- Communicate with neighbors about plans and assets—tools, children, medical experience, cooking.
- Coordinate services; a list of things to do—gas, water, etc.
- Get to know each other better; have planning meetings.
- Have a plan; monthly meets; extra emergency kits; phone numbers.
- Tree trimming; sand bags; community meeting spot.

Appendix F
Written Exercise 3

Think back to January, when Portland faced severe transportation issues and several days of school closure due to snow.

How disruptive to your life was the snowstorm?

Response Category	Group 1	Group 2	Total
Very disruptive	3	2	5
Somewhat disruptive	1	1	2
Not too disruptive	2	4	6
Not at all disruptive	2	--	2

How prepared were you to deal with the snowstorm?

Response Category	Group 1	Group 2	Total
Very prepared	2	2	4
Somewhat prepared	4	4	8
Not too prepared	1	1	2
Not at all prepared	1	--	1

Appendix G

Written Exercise 4

Think back to January, when Portland faced severe transportation issues and several days of school closure due to snow.

Outside of those living in your household, who did you rely on in the days after the snowstorm?

Group 1

- A couple of friends.
- Grocery stores (farmers); car manufacturers; engineers.
- My friends who live about 10 minutes away and had cars with chains.
- No one.
- Not applicable.
- Teachers; TriMet.
- TriMet only! :)
- TriMet; Lyft drivers; markets/businesses that stayed open; sister and friends with weather-equipped vehicles.

Group 2

- Grocery stores.
- Local businesses within walking distance.
- My apartment manager and my friend Daniel.
- Neighbors and family.
- Neighbors; pastor; bus drivers; city workers for deicing.
- No one.
- Nobody.

What kind of help did you need from others?

Group 1

- Car chains and putting them on.
- I didn't need help—Skier's dream!
- Interactions, basic needs.
- None.
- Nothing really.
- They [my friends] got us some groceries and picked us up at the top of our hill.
- Transportation.
- Transportation; help with homework due dates.

Group 2

- Borrow snow shovels and deicing.
- Food from the store.
- Groceries.
- No.
- None.
- None.
- Shovels; Ice B Gone; rides to work, the bus stop and the store.

What kind of help did others need from you?

Group 1

- After the first couple days my car was the only one that could leave due to snow and I have experience driving in snow, so I'd pick up friends and take them places or shop together.
- Driving tips; suggestions for useful apps such as [TriMet] Trip Planner.
- I did help someone who was stuck in the snow.
- I helped give people confidence to carry on. I taught others how to drive in the snow. Helped get people unstuck.
- No help.
- Nothing that I know of or was stated.
- Nothing?
- Others needed from me: social interaction, extra gloves and scarves.

Group 2

- Driving to work; picking up from work; towing from being stuck; food delivery.
- Friend's Mom; we cleaned the stairs and bought food and shoveled the sidewalk.
- Helping neighbors into their apartments and making sure they had enough food.
- Neighbor needed childcare; plowed sidewalk connecting to next door neighbors.
- None.
- Shoveling sidewalk area.
- We didn't really need help—mostly courtesy things like shoveling sidewalks—though not everyone did this.

**Appendix H
Written Exercise 5**

How connected do you feel to the people living in your neighborhood? Why?

Total connected: N=7

Very: N=2

Somewhat: N=5

Group 1 N=1	Group 2 N=6
<ul style="list-style-type: none"> ▪ (Somewhat) I don't get to spend much time with them, so we don't know each other too well. Other than two households who are very good neighbors, I don't know anybody else. 	<ul style="list-style-type: none"> ▪ (Very) Church—the pastor and his family host meals frequently in the summer; friends gather during snow days and play in a certain spot; it's a friendly vibe. ▪ (Very) Two houses are close friends; we know two other neighbors socially; we know the names of others. ▪ (Somewhat) Frequently in contact—more than just hello; I know most of the people there and what cars they drive; I've helped a few on minor tasks in the past. ▪ (Somewhat) I have conversations with two neighbors regularly to stay up to date on life. The other neighbor I check in with every few weeks. ▪ (Somewhat) Speak to one another when help is needed. ▪ (Somewhat) We're not the most social people on the block, but we do look out for little things—whether a neighbor's gate is open, pick up trash on the street, go for walks.

Total unconnected: N=8

Not too: N=4

Not at all: N=4

Group 1 N=7	Group 2 N=1
<ul style="list-style-type: none"> ▪ (Not too) Huge disparity in income, age, household status (too diverse); we connect on issues like crime, Girl Scout cookie locations, rent ▪ (Not too) I don't know them beyond a few of them complaining about parking and our yard looking bad. I don't relate to that kind of picky/nosy neighbor stuff. ▪ (Not too) I don't know them, their profession, possible needs, wants 	<ul style="list-style-type: none"> ▪ (Not at all) Our apartment stands by itself.

Group 1 N=7	Group 2 N=1
<p>aspirations, or if they are prepared. I myself have anxiety over instigating conversation.</p> <ul style="list-style-type: none"> ▪ (Not too) I've never had meaningful conversations with any nearby neighbors in the last few years I have lived in my house. ▪ (Not at all) Too diverse people, people living own lives hard to approach unexpectedly ▪ (Not at all) We have never communicated before. I barely see them since I work nights. ▪ (Not at all) We never really talk or socialize with our neighborhood—we've never really reached out to our neighbors and vice versa. 	

Appendix I
Written Exercise 6

Have you talked to any of your neighbors about what to do in the case of a large-scale emergency or natural disaster? Why or why not?

Yes (Why?)
N=1

Group 1 N=1	Group 2 N=0
<ul style="list-style-type: none"> ▪ I talked to one of my neighbors. They're an older couple and well-prepared, so we shared our experiences. 	<ul style="list-style-type: none"> ▪ [No responses.]

No (Why?)
N=14

Group 1 N=7	Group 2 N=7
<ul style="list-style-type: none"> ▪ Because if it was to happen then it was supposed to happen. ▪ I am confident in me and my household's ability to survive...and have fun in the process. ▪ I don't know them and don't see them. ▪ I haven't made the time. ▪ It's not something I think about regularly and I don't even have a plan for myself/my house let alone talking to my neighbors. ▪ No (but have slightly touched base with my roommate). It's not something you think about anymore. ▪ Their schedule doesn't match mine. Once I got their package, I would try 3 times a day for 4 days to give their package in person and couldn't. 	<ul style="list-style-type: none"> ▪ Because I leave it up to our apartment management. ▪ Haven't thought to yet. ▪ I don't think of that. ▪ I haven't thought about talking about it. ▪ I'm fairly new to the neighborhood so I don't know anyone that well—just hi and bye. ▪ It just never came up. ▪ Never rises to the top of the list.

List a few barriers and motivations for having these kinds of conversations with your neighbors.

Barriers

Group 1	Group 2
<ul style="list-style-type: none"> ▪ Age; lifestyle; concerns; schedules. ▪ Anxiety; raised on “stranger danger”; I don’t have time when I see them. ▪ Diversity; schedules. ▪ Don’t know my neighbors, plus I’m really shy so it’s hard to reach out to them. Ages of neighbors makes connection more difficult. ▪ I don’t see them enough, or some of them I don’t even know or don’t trust; People forget about emergencies and don’t feel like they can happen; preconceived notions; inconvenience. ▪ Schedule; Their income (sob story); Not interested in persuading; live in a walkable neighborhood. ▪ Time. ▪ Work; time; trust. 	<ul style="list-style-type: none"> ▪ Apartment management. ▪ Different schedules; different priorities; I don’t know my neighbors; unsure of getting to know them. ▪ I don’t think about it; not all together to talk; I don’t feel prepared to lead the conversation/coordinate effort; we are all busy. ▪ No response. ▪ Not knowing them well enough; not having the right answers or enough answers; too much to do. ▪ Other concerns—vehicle break-ins, blight—are more immediate; time constraints; different schedules—weekdays, weekends, time of day. ▪ Usually an afterthought; don’t have an opportunity to get into long discussions.

Motivations

Group 1	Group 2
<ul style="list-style-type: none"> ▪ Ability to rely on others, not just yourself; can make new friends. ▪ BBQ/potluck; at the worst an actual disaster of some form. ▪ Can be helpful to know your neighbors in case of emergency; nice to have friends close by; need trust before people can come together in an emergency; potluck/BBQ ▪ Different points of view, different survival tactics; possible to get people together ▪ Getting to know new people; sharing information; teaching/learning; friendship; resources ▪ Sharing skills and resources; building community ▪ They’re the closest people to go to in case of emergency, and we have that same incentive for working together; getting to know them better and building trust helps. ▪ [No response] 	<ul style="list-style-type: none"> ▪ A disaster—however minor it may be; community type events such as tree plantings, trash pick-up, BBQs. ▪ I want to make sure everyone is OK. ▪ I would feel more secure; closer to neighbors/friends; they might have good ideas. ▪ Kids; yard work. ▪ Wanting a sense of peace; wanting to help others; wanting to connect. ▪ We could help one another; when the storm is happening, it gives you an opportunity to get out of your comfort zone. ▪ Well-being of our kids; we might be on our own for a bit; not everyone will be ready.

**Appendix J
Written Exercise 7**

How likely is each of the following statements to prompt you to follow the suggested steps in becoming prepared? Why?

“Are you prepared for an emergency? Take this checklist to your local store and prepare yourself and your family today.”

**Total likely: N=10
Very: N=4
Somewhat: N=6**

Group 1 N=5	Group 2 N=5
<ul style="list-style-type: none"> ▪ (Very) Easy checklist does the talking. Self-explanatory. ▪ (Very) Practical, quick, and on point ▪ (Somewhat) I know it’s important to be prepared for an emergency and it’s something I need to do. ▪ (Somewhat) It is not time binding, gives a general idea ▪ (Somewhat) It would make me think about it, and want to make sure I was prepared. 	<ul style="list-style-type: none"> ▪ (Very) All-in-one; can be done immediately. ▪ (Very) [No response] ▪ (Somewhat) Finances would cause me to hesitate at this moment. ▪ (Somewhat) Need to have the money, but there are so many other priorities. ▪ (Somewhat) Sounds like a good idea but think I’ve got stuff I need to organize and find a place for it.

**Total unlikely: N=5
Not too: N=5
Not at all: N=0**

Group 1	Group 2
<ul style="list-style-type: none"> ▪ (Not too) I don’t have a family. ▪ (Not too) I feel confident with my preparedness and my understanding of what I need to be prepared. ▪ (Not too) It hasn’t been discussed among all living with me and I would want others to go with me. 	<ul style="list-style-type: none"> ▪ (Not too) Forgetful to take. ▪ (Not too) It’s not a statement that I’d really remember.

“Emergency preparedness doesn’t have to be overwhelming—sign up today to do one thing a month to prepare you and your household for an emergency situation. Within a year you’ll be fully prepared.”

Total likely: N=10

Very: N=4

Somewhat: N=6

Group 1 N=3	Group 2 N=7
<ul style="list-style-type: none"> ▪ (Somewhat) [No response] ▪ (Somewhat) Because it shows me what I will need to do and how long. ▪ (Somewhat) Rather they be prepared all at once. Unless income problem 	<ul style="list-style-type: none"> ▪ (Very) I want to have the supplies needed. ▪ (Very) It would help me plan ahead and adjust my means to fulfill the goal. ▪ (Very) Sounds more manageable—just one thing to focus on at a time. ▪ (Very) [No response] ▪ (Somewhat) More manageable at this time than buying stuff on a list. ▪ (Somewhat) Offers solutions and makes it feel easier and accessible as a goal. ▪ (Somewhat) Too incremental; but it’s nice that it’s smaller steps.

Total unlikely: N=5

Not too: N=4

Not at all: N=1

Group 1 N=5	Group 2 N=0
<ul style="list-style-type: none"> ▪ (Not too) Doesn’t sound too interesting or helpful enough. ▪ (Not too) I’m a type-A person so I want it done now, not a subscription ▪ (Not too) It sounds too commercial, and I generally don’t do well with tasks that are dragged out for so long. ▪ (Not too) Just another thing to add to the list of monthly to-dos ▪ (Not at all) If I want to be prepared, I don’t want to wait a year for it 	<ul style="list-style-type: none"> ▪ [No responses]

“Together your neighborhood has everything it need to survive an emergency. Attend your neighborhood’s preparedness block party on March 12 to meet your neighbors, combine resources, and make a plan.”

Total likely: N=12

Very: N=8

Somewhat: N=4

Group 1 N=6	Group 2 N=6
<ul style="list-style-type: none"> ▪ (Very) Best way to mingle with the neighborhood and know surroundings and mutual interests. ▪ (Very) Inviting, social, less anxiety ▪ (Very) Sounds fun! I would like to get to know my community better. ▪ (Very) Sounds like a good way to meet my neighbors and stay informed. ▪ (Very) There’s a clear goal, date and itinerary. It seems the most effective. ▪ (Somewhat) It sounds awkward. The idea is the best, but needs a better pitch here. 	<ul style="list-style-type: none"> ▪ (Very) Be helpful. ▪ (Very) I know my neighbors, want to help and also get help. ▪ (Very) Sounds great! I would go. ▪ (Somewhat) Seems like the most progressive statement. ▪ (Somewhat) This would be the best option in my opinion, but if it’s only one day, scheduling might not work. ▪ (Somewhat) To get to know my neighbors and plan ahead. It would help me feel more at ease with my neighbors.

Total unlikely

Not too: N=2

Not at all: N=1

Group 1 N=2	Group 2 N=1
<ul style="list-style-type: none"> ▪ (Not too) Too restrictive, and I have heard this particular message often on social media. ▪ (Not at all) Doesn’t seem too attractive 	<ul style="list-style-type: none"> ▪ (Not too) Our apartment complex is alone; management not on board.

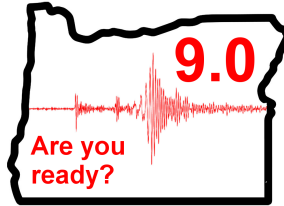
Put a star (*) next to the statement you are most likely to follow through on.

Response Category	Group 1	Group 2	Total
“Are you prepared for an emergency? Take this checklist to your local store and prepare yourself and your family today.”	2	1	3
“Emergency preparedness doesn’t have to be overwhelming—sign up today to do one thing a month to prepare you and your household for an emergency situation. Within a year you’ll be fully prepared.”	2	4	6
“Together your neighborhood has everything it need to survive an emergency. Attend your neighborhood’s preparedness block party on March 12 to meet your neighbors, combine resources, and make a plan.”	4	3	7

*One respondent in Group 2 chose both the first and third statements saying she did not think they were mutually exclusive—she wants to do both equally.

**Appendix K
Written Exercise 8**

What is your initial reaction to this image?



Group 1

- “The Big One” that has been talked about for a while.
- Earthquake.
- Earthquake warning.
- Earthquakes are one of my major emergency concerns, and I don’ think our area is nearly as ready as it needs to be. So this image makes me anxious and it gives a sense of urgency (that it probably deserves).
- It looks a bit corny, not necessarily in a bad way. This kind of seems over the top.
- It’s vague. I’d be dismissive because of it unless it came with accompanying text.
- Major earthquake scare, how will my dogs react?
- Massive earthquake preparedness.

Group 2

- Earthquake.
- Good; red stands out.
- Looks too much like an EKG; might be better as part of a larger public awareness effort; assumes everybody knows what the seismograph is and what 9.0 means.
- Makes me think of health emergencies too; next attack or earthquake; how to get to the hospital?
- Scare tactic; over the top.
- Took a second to realize what it means; not too peaceful; can just shrug it off.
- Wow, scared, what does that look like?

Would you be more or less likely to take steps in becoming prepared after seeing this image?

Response Category	Group 1	Group 2	Total
Much more likely	1	3	4
Somewhat more likely	2	3	5
Somewhat less likely	4	1	5
Much less likely	1	0	1

What questions do you have when you see this image?

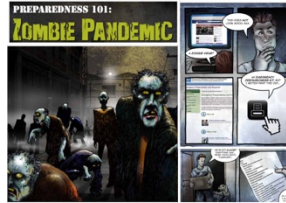
Group 1

- Are we talking earthquake or heart attack? Is the epicenter in Central Oregon?
- How generally useful is this?
- How reliable is what I was thought in middle school? Will I remember what I was taught that far back?
- Is earthquakes really a concern?
- The magnitude movement might be mistaken for a heart rhythm. Also the Big One will have more impact on PDX than across Oregon.
- When will this hit? What is the information coming from the source?
- Who has the resources? Who is in charge of emergency response? What is my role?
- Will we break off from California? Where will it occur? When will it occur? What provisions, supplies, tools will I need?

Group 2

- How would we get to the hospital?
- No questions.
- What would I do? How would my childhood experiences help me?
- Where's the science to back this up?
- [No response]
- [No response]
- [No response]

What is your initial reaction to this image?



Group 1

- Funny, I'd be screwed if something like this happened. Umbrella corp.
- I do not take it seriously
- I like it but it definitely makes me think of people who are overly worried about disasters—the whole building a survival bunker idea.
- It might be from a comic. It's more eye-catching
- It's vague. I'd be dismissive because of it unless it came with accompanying text.
- Laughter; cheesy
- LOL; It doesn't seem urgent, but it seems fun.
- With my neighborhood, it is so diverse some people can't read English and will think it is a cartoon. If this was on a postcard it looks like spam.
- Zombie apocalypse

Group 2

- Amusing—might be something you see on public transit; message doesn't really punch through.
- Looks like a comic—not serious/joke.
- Not good—hard to understand.

- Not taking it seriously.
- Scared.
- Too gory; too downplaying; not funny.
- Unsure—is this possible or just from TV?

Would you be more or less likely to take steps in becoming prepared after seeing this image?

Response Category	Group 1	Group 2	Total
Much more likely	0	0	0
Somewhat more likely	3	2	5
Somewhat less likely	3	3	6
Much less likely	2	2	4

What questions do you have when you see this image?

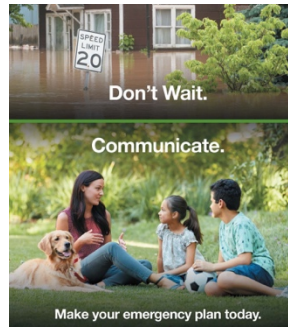
Group 1

- Are zombies real?
- How genuinely helpful will the information be? Is it for a plausible real scenario or no?
- How likely is this really? If this is possible what will I do?
- Is this guy talking to his dog?
- None
- What is the goal of this image?
- What made them choose this style?
- When will this hit? Where is the information coming from? The source?
- Who is their target market? Seems to belittle the seriousness of the message.

Group 2

- For real?
- The point it's trying to get across?
- What would I do? Could I survive?
- What's on the list? Is there a place to print out a list?
- Why?
- [No response]
- [No response]

What is your initial reaction to this image?



Group 1

- Concern, since it's showing a family.
- Flooding, a family planned ahead.
- It's most calming, yet serious and engaging, of them all. It doesn't make me anxious and overwhelmed like the first one. I may not respond as urgently though, or take it as seriously.
- Looks and reminds me of a State Farm commercial. It feels like a generic "meme." Doesn't convey a message.
- Much more realistic to me—disaster is plausible. The communication aspect is really important. I like this one the most.
- Sad, California, my childhood; Butterfly Ave getting flooded, the result.
- This image is more relatable.
- Yikes! Birds and Bees talk; cheesy.

Group 2

- Definitely possible. I need to make a plan and get prepared.
- Effective.
- Friendly; no emergency feeling; we don't have water problem.
- Get in a safer place above water level.
- Good and easy to understand.
- Message seems pretty clear, but only really addresses family/household emergency plans.
- Powerful, but not too scary or overwhelming.

Would you be more or less likely to take steps in becoming prepared after seeing this image?

Response Category	Group 1	Group 2	Total
Much more likely	2	4	6
Somewhat more likely	3	1	4
Somewhat less likely	3	0	3
Much less likely	0	2	2

What questions do you have when you see this image?

Group 1

- How can I start? Who should I talk to? Where are the resources?
- How can we prevent a flood or minimize impact to the community?
- How do I communicate? What is the 'waiting' referring to? What is the ideal emergency plan? Ways to begin? Suggestions?
- No questions

- None
- The two pictures don't connect
- [No response]
- [No response]

Group 2

- No questions.
- None.
- What do I need to do to plan ahead and be prepared?
- What exactly should be included in the emergency plan? Is there a link or resource?
- [No response]
- [No response]
- [No response]

Star the image that would most motivate you.

Response Category	Group 1	Group 2	Total
Are you ready?	3	4	7
Zombie Pandemic	0	0	0
Don't Wait, Communicate	3	3	6
No response	2	0	2

**Appendix L
Written Exercise 9**

95% of people who are rescued after a disaster are rescued by a neighbor; knowing your neighbors before an emergency is vital for survival.

How likely is each of the following actions to prompt you to connect with your neighbors and become prepared? Why?

“Create an emergency preparedness kit and action plan by following a pre-printed or downloadable checklist, including a suggestion to go introduce yourself to your neighbors.”

**Total likely: N=9
Very: N=3
Somewhat: N=6**

Group 1 N=4	Group 2 N=5
<ul style="list-style-type: none"> ▪ (Very) I like the tools this statement is offering. It seems direct, easy and manageable. ▪ (Somewhat) Good way to be equipped and action plan. Also easy to follow list with social activity. ▪ (Somewhat) I have an interest in creating survival kits. ▪ (Somewhat) Sounds like a good idea. 	<ul style="list-style-type: none"> ▪ (Very) Now it really seems important. ▪ (Very) Attainable and easy; already thought out for me. ▪ (Somewhat) I don't know them well. ▪ (Somewhat) Makes the task more user-friendly. ▪ (Somewhat) Checklists are fine, but don't always inspire follow-through.

**Total unlikely: N=6
Not too: N=5
Not at all: N=1**

Group 1 N=4	Group 2 N=2
<ul style="list-style-type: none"> ▪ (Not too) “Emergency preparedness” just doesn't ring up as that important to me. ▪ (Not too) I'll agree with the idea, but put it on my “to-do” pile. ▪ (Not too) Too wordy, it should just state actions and just one, not two things ▪ (Not at all) It requires me to start the introductions, or communicate with those I do not know. 	<ul style="list-style-type: none"> ▪ (Not too) I'm not sure how to do this. I'm not sure how they would react. ▪ (Not too) Leave it up to our management.

“Attend a neighborhood block party hosted by preparedness experts where you are educated on emergency preparedness, meet your neighbors and prepare as a community.”

Total likely: N=13

Very: N=10

Somewhat: N=3

Group 1 N=7	Group 2 N=6
<ul style="list-style-type: none"> ▪ (Very) Chance to interact with neighbors—plus I don’t have to reach out first. ▪ (Very) I like that experts would be involved and that I would be learning how to keep myself and my community more safe. ▪ (Very) It’s a more trusting environment and most people like parties. ▪ (Very) Not a lot of block parties and it is especially event for the neighborhood and bring together. ▪ (Very) Third party organizes an event, so it is neutral, and puts all of us in an equal position. ▪ (Somewhat) I like parties. I would be open to learning new things by experts. ▪ (Somewhat) I will feel more free and less nervous as others will attend but not as my own request. Made me think about how others might also feel the same as me. 	<ul style="list-style-type: none"> ▪ (Very) Someone else is leading the way and can answer questions. ▪ (Very) So I know what to do in case of emergency. ▪ (Very) No response. ▪ (Very) Would like to hear from experts. ▪ (Very) Doing something like this as a group inspires a little solidarity, everyone is on the same page; you know who is motivated. ▪ (Somewhat) I’d be more comfortable in this atmosphere.

Total unlikely: N=2

Not too: N=1

Not at all: N=1

Group 1 N=1	Group 2 N=1
<ul style="list-style-type: none"> ▪ (Not at all) Experts=boring lectures. Doesn’t define actions and could be a waste of time. 	<ul style="list-style-type: none"> ▪ (Not too) Feels cumbersome, more work than most people are willing to do.

“Fill out a “Preparedness Passport” that provides clear steps for creating your kit, action plan and provides a script and “excuse” to reach out to at least three neighbors.”

Total likely: N=7

Very: N=1

Somewhat: N=6

Group 1 N=3	Group 2 N=4
<ul style="list-style-type: none"> ▪ (Very) Emphasis on clear steps and action plan is good. ▪ (Somewhat) It sounds more well-thought-out, and this statement is not vague. ▪ (Somewhat) This is a little more vague than the first statement. 	<ul style="list-style-type: none"> ▪ (Somewhat) This may help me feel more comfortable ‘reaching out’ to my neighbors. ▪ (Somewhat) Would like a printable checklist for more tangible items; already know lots of neighbors. ▪ (Somewhat) I like the ‘excuse’ line, it makes me feel more comfortable. ▪ (Somewhat) Action steps are a little better than steps.

Total unlikely: N=8

Not too: N=7

Not at all: N=1

Group 1 N=5	Group 2 N=3
<ul style="list-style-type: none"> ▪ (Not too) I’m not too keen on approaching people first. ▪ (Not too) Requires me to take the first step. ▪ (Not too) Too corny, can’t fly out of a disaster with this passport. ▪ (Not too) Too involved. Too pragmatic. I like more organic conversations. Party! ▪ (Not at all) It just sounds annoying. 	<ul style="list-style-type: none"> ▪ (Not too) Not my style. ▪ (Not too) Because I would leave it to our apartment manager. ▪ (Not too) No response.

Put a star (*) next to the statement you are most likely to follow through on.

Response Category	Group 1	Group 2	Total
“Create an emergency preparedness kit and action plan by following a pre-printed or downloadable checklist, including a suggestion to go introduce yourself to your neighbors.”	0	2	3
“Attend a neighborhood block party hosted by preparedness experts where you are educated on emergency preparedness, meet your neighbors and prepare as a community.”	6	3	9
“Fill out a “Preparedness Passport” that provides clear steps for creating your kit, action plan and provides a script and “excuse” to reach out to at least three neighbors.”	1	1	2
No response	1	1	2

Appendix M

Written Exercise 10

What final advice do you have for the Portland Bureau of Emergency Management about helping you, your household, and your neighborhood to prepare for a large-scale emergency or natural disaster?

Group 1

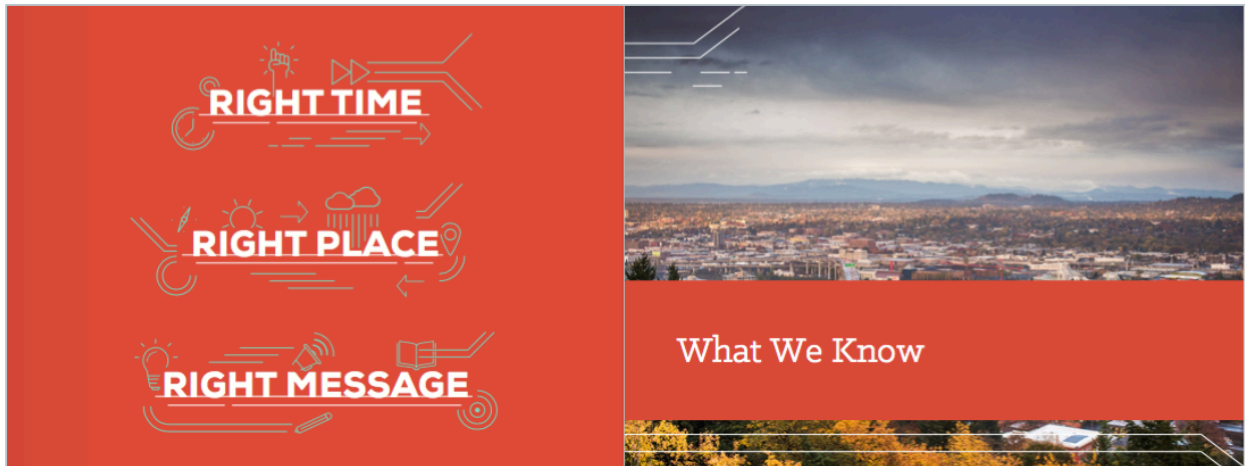
- Have “emergency preparedness” integrated into our public education. Parent involvement in preparing their children for emergencies through education. Provide free social events for each neighborhood that teaches important tips for preparedness.
- Helping form connections is really important and having people connect and form a plan together. I like the idea of being able to talk to experts. I definitely think forming friendships and having trust is really important for an emergency. Starting with that would be a great first step to becoming more prepared. Talking to survivors, cops, firefighters, etc.
- I would say have more casual community events so people can learn and feel comfortable with one another. Maybe have free classes on the subject.
- Make better building regulations so all homes built before 2000 should be assessed for earthquake retrofit. The flood zone info is already on portlandmaps. Give tax breaks to people to prepare in an emergency just like how there is a refund on the water bill if the house has trees grown or certain things done.
- One web portal (plus app) for all things emergency with a list of resources, maps, and tips that will be updated according to the seasonal threats. People can sign up there and list their skills or resources they would offer (anonymous?). Any neighborhood initiative that’s backed by PBEM will be more credible, so that would be a very useful resource. Join the potlucks :) Thanks for doing this!
- To get the community individually/put aside differences; Cops, firefighter, different occupations, to get experts and also survivors of these disasters to make it more realistic. Have them make an appearance and tell their story and have the community talk about their experience.
- To prepare for a larger-scale disaster, realistic and smaller goals should be outlined first to better explain the grander issue. There should be an emphasis on community-hosted lectures, meetings, block parties and other events to get the neighborhood together.
- We need to have more communication, possibly required gathering, which will supply contact info, supplies/needs, and more if needed. To possibly advertise neighborhood gatherings or give out first aid kits or small emergency stash at gatherings to prompt discussions.

Group 2

- Block party or gathering where it’s hosted by someone that can answer questions and give guidance and follow up with neighbors with email/content info. The information about 95% is powerful.
- Continue to plan ahead. Get the community to be involved with one another. Help Portlanders take things like emergencies/disasters seriously. Listen to the people. We need to know that you ‘care’ about all of us and not just certain neighborhoods.
- Have a place for that community to have food, kit and extra essentials on hand for those that could use them in need.
- Have more community events. Advertising newspapers/TV. Workshops.
- Provide resources to the neighborhood groups. Hackathon for emergency announcements; technologies/applications; suit the message to the neighborhoods; alert property managers (e.g. apartment complexes).

- Too many people struggle with being able to afford very basic emergency tools/kits. Perhaps a voucher program to help these get something (even just candles!) could save lives. Also, possibly expanding the warning systems (radio, text, etc.).
- We need resources to help educate us on what we need to do to prepare for an emergency. I'm thinking a printable list, for example it would also be great if there were experts available for the block party type gatherings so they could speak to the neighbors all at once.

**Appendix N
Communications Strategy**



MIND THE GAP	THE PRINCIPLES
<p>The “Say-Do” Gap</p> <p>Portlanders are aware of the likelihood of a major disaster, and know they should be prepared - yet fewer of them are actually prepared.</p> <ul style="list-style-type: none"> ▶ 74% say a large-scale disaster is likely ▶ 52% have taken steps to prepare <p>When prompted, Portlanders recognize that their neighbors will be an important resource in an emergency - yet few of them have actually taken steps to connect with their neighbors.</p> <ul style="list-style-type: none"> ▶ 80% are confident a neighbor would help them in an emergency ▶ 15% have taken steps to connect with their neighbors 	<p>Brink’s work is grounded in the principles of behavior change psychology and community-based social marketing (CBSM).</p> <p>A CBSM communications approach starts with identifying the barriers that are standing in the way of action — and then using community tactics to overcome those barriers.</p>

THE PRINCIPLES

Behavior change campaigns often run into the same barriers—and we see many of them at play in emergency preparedness.

THE PRINCIPLES

Behavioral Psychology 101:
Why aren't people taking action?

Common Barrier #1: **Finite pool of worry**

- ▶ "I can only worry about so many things at a time - I don't have time to think about disaster preparedness now."

Common Barrier #2: **Drop in a bucket**

- ▶ "If the Big One hits, nothing I do now will be enough - so why worry about it before it happens?"

Common Barrier #3: **Free rider effect**

- ▶ "Someone else (family, neighbors, emergency responders, FEMA) will take care of me if a disaster happens."

THE PRINCIPLES

Fortunately, these common barriers can be successfully addressed by several key behavior-based tactics.

THE PRINCIPLES

Behavioral Psychology 101:
How can we get people to take action?

Solution #1: Positive peer pressure

- ▶ "When it comes to risk issues, one of the most important predictors of behavior change is an individual's perception that relevant others expect him to care about the issue and to behave appropriately."
- Giannelli-Pratt, L., and Rabkin, S. (2007)
- ▶ "In contrast with nonpersonal sources of information, such as brochures and advertising, conversations that we have with others, and particularly with those whom we trust and perceive as similar to ourselves, have an inordinate influence."
- McKenzie-Mohr, D. (2011)

THE PRINCIPLES

Behavioral Psychology 101:
How can we get people to take action?

Solution #2: Framing
The way people think about the problem will impact whether they try to solve it.

- ▶ Looming, unavoidable disaster (The Big One)
or
You can build your own safety net for big and small emergencies
- ▶ Your kit must contain enough supplies to survive for 2 weeks
or
A few simple, easy steps will help you start to prepare for emergencies

THE BIG QUESTION

How do we get Portlanders to think about emergency preparedness in a way that:

- ▶ Isn't overwhelming?
- ▶ Connects to other things they already care about?
- ▶ Helps them see the impact of their own actions?
- ▶ Creates community rather than isolation?
- ▶ Makes the most of limited public-sector resources?
- ▶ Gets people started?



KEEP IT SIMPLE

1. Small, simple steps

Michigan Do 1 Thing

12 Things for Individuals

12 Things for Business

RECIPE FOR SUCCESS

What works

- ▶ Written and visual messaging that doesn't overwhelm
 - Written theme: "It's easy and simple to prepare"
 - Visual: clean, clear, simple, abundant white space
- ▶ Bite-sized actions to take
- ▶ Simple, clear website/content hierarchy and navigation

KEEP IT RELATABLE

2. Ready for emergencies, big and small

New Zealand Ministry of Defense & Emergency Management

RECIPE FOR SUCCESS

What works

- ▶ Aesthetically pleasing
 - Bright colors, clean lines, engaging pictures of diverse communities, short and witty how-to videos, sharegraphics
- ▶ Localized messaging
 - New Zealander language and location-specific hazards

WHAT TO AVOID

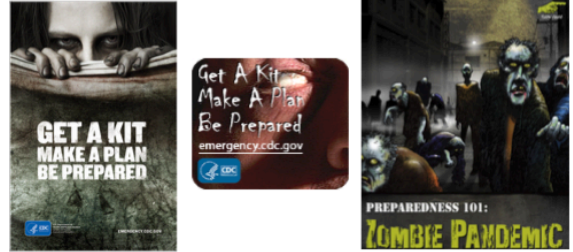
What to avoid

Ad Council Ready Business FEMA American Red Cross

What doesn't work

- ▶ Negative, fear-based messaging
- ▶ Aesthetically dark, confusing and overwhelming
- ▶ Devoid of people/relatable imagery

What to avoid



CDC's "Zombie Pandemic" campaign

What doesn't work

- ▶ Misplaced humor
 - Good for little things like flossing and recycling
 - Not good for serious things like disasters—feels out-of-sync with content and weight of issue
- ▶ Dark, heavy visuals



Communications Strategy

Goals

Create a more ready, resilient Portland by:

1. Increasing the number of people who are taking steps to prepare for an emergency—starting with a simple plan.
2. Increasing the number of Portlanders who view talking with neighbors as an important step in emergency preparedness.
3. Increasing use of existing tools and resources (both PBEM's and partners')

Audiences

AUDIENCES

Primary Audiences

Portlanders from all walks of life, including*

- ▶ Homeowners
- ▶ Renters
- ▶ Families
- ▶ Single people
- ▶ Communities of color
- ▶ People with disabilities
- ▶ Senior citizens
- ▶ Immigrants and refugees

* Many of these identities intersect

AUDIENCES

Secondary Audiences

1. Landlords and property managers
2. Organizations that already have a relationship with the primary audience
 - ▶ Community organizations: churches, neighborhood associations, schools
 - ▶ Volunteer organizations and charities
 - ▶ Service providers: health care providers, utilities, etc.
 - ▶ Local/state/federal agencies
3. News media

Key Messages

THE GOOD NEWS

Much of PBEM's messaging is already on the right track, reflecting your connection with the community and your staff's deep experience.

The following key messages are designed to provide a uniform "songbook" of simple, accessible language, building on your existing foundation.

KEY MESSAGE #1

Your neighbors are your safety net.

Theme #1: Get to know your neighbors—they could save your life.

- ▶ **90% of people are rescued by their neighbors** after a large-scale disaster.
- ▶ Most households won't receive a visit from first-responders for up to two weeks following a disaster.
- ▶ After a major disaster like an earthquake, chances are good that electricity and phones will be down and roads will be blocked—which means the people and resources within walking distance will become your lifeline.
- ▶ While this might sound scary, the good news is that most neighborhoods already have the resources needed to survive a disaster, if we all work together.

KEY MESSAGE #1

Your neighbors are your safety net.

Theme #2: Start the conversation.

- ▶ Many people think a conversation about disaster preparedness with their neighbor may be awkward or worry the conversation will require more time or expertise than they have.
- ▶ But **4 out of 5 Portlanders say they'd like to talk to their neighbors**, and would follow a neighborhood emergency plan if they had one.
- ▶ Who can pick up your child, feed your dog or turn off your water main if a disaster prevents you from getting home? Who has medical skills or a four-wheel vehicle? When you and your neighbors answer these questions together, you're building your own safety net.
- ▶ It only takes one person in a neighborhood to start the discussion. Be the one.

KEY MESSAGE #2

It's easy to prepare.

Theme: It's easier to prepare for a disaster than you think.

Preparing for a disaster doesn't have to be expensive or complicated. In fact, **you probably already have a lot of the things you need**. The next step is to put it all together, make a plan and discuss it with your family and neighbors.

- ▶ You don't have to prepare all at once—one small step a month will have you prepared for a disaster within the year.
- ▶ Readiness starts with a plan. By thinking through a few simple questions today—how will you reach loved ones? Who will you check on? Where can you find what you need?—you'll be ready to make the right decisions, even when things are chaotic.

KEY MESSAGE #3

Just start.

Theme: Every little bit counts - and any amount of preparation you do now will help in an emergency.

- ▶ Being prepared for a disaster can seem scary and overwhelming—many people don't know where to start, so they never start at all.
- ▶ The good news is that **every step you take now will help you and your family in a disaster** - you don't have to be perfect, you just have to start. Take one step today.
- ▶ Why leave it to chance? The more prepared you are, the more you will be able to care for yourself, your family and your neighbors in an emergency.

Elevator Pitch

IN A NUTSHELL

Did you know 90% of people are rescued by a neighbor after an emergency? After a disaster like an earthquake, it takes time for first responders and federal agencies to get help to everyone who needs it—but we can help each other.

In fact, most Portland neighborhoods already have what we need to recover from a disaster together. We just have to take a few easy steps to get ready: a shared contact list; a household plan for what to do if power, phones, and clean water aren't available; and a quick inventory of what resources we have within walking distance.

Let's get ready together.

Recommended Strategies & Tactics Based on the Research:

Maximizing Reach With Limited Resources

The findings:

- ▶ 70% of Portlanders agree that “if someone helped me know where to begin, I’d be more likely to prepare”
- ▶ When asked who they trust to provide information about how to prepare for a natural disaster or emergency, 29% identify government agencies and 18% identify first responders

The strategy:

Activate partners to share basic info about preparedness.

1. Develop a simple partner toolkit that can be shared electronically
 - ▶ Kit contents: cover letter, sample e-newsletter article, sample social media posts, “Create a Plan” template, list of resources
 - ▶ Share with public-sector partners: targeted city bureaus, Portland Public Schools, etc.
2. Develop a basic PowerPoint presentation with script
 - ▶ Train NET and BEECN volunteers so they can respond to inbound requests for speakers and training (from churches, Boy Scout Troops, Neighborhood Associations, etc.)

The findings:

- ▶ 85% of Portlanders were motivated by the message that “when you and your neighbors prepare together, you can save a life.”

The strategy:

Demonstrate success, spread inspiration and connect neighbors

1. Pitch to media and share success stories on an ongoing basis directly through PBEM and partner channels (social media, web, etc.)
2. Create and disseminate tools that make it easy for people to start conversations with their neighbors
 - ▶ Discussion guide with example scripts, wallet-sized tip cards, sharegraphics, short “how to” videos, etc.

The finding:

- ▶ 78% of Portlanders agree that “it’s my responsibility as a community member to be prepared”

The strategy:

Identify and engage community organizations

1. Identify target audiences and organizations that serve them
 - Potential audiences: renters, communities of color, people with disabilities, senior citizens, immigrants and refugees, etc.
 - Local organizations: Community Alliance of Tenants, Coalition of Communities of Color, Immigrant and Refugee Community Organization, Elders in Action, Neighborhood House, Easterseals Oregon, etc.
2. Identify one neighborhood or targeted audience to focus on as a pilot project
 - Document success through photo, video, resident testimonials, program evaluation research

The finding:

- ▶ 51% agree that “preparing for a natural disaster or emergency is overwhelming; I don’t know where to start.”

The strategy:

Break the message down into small, easy steps and easy-to-digest themes.

1. Implement outreach calendar (*provided separately*)
 - ▶ Conduct outreach on a strategic, focused basis that highlights a key theme of emergency preparedness each month, partners with other bureaus and community organizations and spreads the message via established channels

Best practices in communications:

- ▶ After first read, 63% of viewers remember stories. Only 5% remember statistics.
- ▶ People are more likely to digest simple, visually appealing content.
- ▶ A picture (or a video) is worth 1,000 words.

The strategy:

Enhance and update existing PBEM channels.

1. Reduce amount of text and simplify navigation of PBEM website
2. Increase use of visual content on Facebook and website (photos, videos, simple “one step” infographics)
3. Increase sharing of engaging/effective content created by peer organizations in other localities (New Zealand, Michigan, etc.)
 - “Do 1 Thing” calendar: one step a month leads to full preparedness within the year, sharegraphics, etc.



Appendix O
Outreach Calendar

OUTREACH CALENDAR

MONTHLY THEME + PARTNERS	CONTENT THEME	CHANNELS	STRATEGY
MONTH 1			
Theme: Make a Plan	<p>When an emergency happens you may have to decide what to do very quickly, while you are worrying about what might happen. By planning ahead, it will be easier to make the right decisions when the worst happens.</p> <ul style="list-style-type: none"> + Plan what to do if you have to evacuate. + Take steps now to prevent damage to your home in a disaster. + Learn what disasters can happen in your area and decide what you will do in a disaster. 	PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information on how to make a plan and what to consider when making it.
Partner: Bureau of Development Services	FROM OUR PARTNERS (BDS) Take steps now to prevent damage to your home in a disaster.	BDS's <i>The Plans Examiner</i> , PBEM social media/ Listserv + share with additional partners	Partner with The Bureau of Development Services to produce an article/blog/newsletter piece re: seismic upgrading in the context of being prepared for a disaster.
Partner: Bureau of Planning and Sustainability	FROM OUR PARTNERS (BPS): How to manage household waste in an emergency.	Bureau of Planning and Sustainability Newsletter, PBEM social media/ Listserv + share with partners	Partner with Bureau of Planning and Sustainability to create an article/blog/newsletter piece re: waste management during and after a disaster.
MONTH 2			
Theme: Water	<p>Your water supply depends on having power to operate the system. During a power outage you may find yourself without drinkable water, start to prepare.</p> <ul style="list-style-type: none"> + 72-hour supply of bottled water + Learn how to provide a safe supply of drinking water for your household during an emergency. 	PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information on how to ensure residents have potable water following an emergency.
Partner: Water Bureau	FROM OUR PARTNERS (PWB): Water emergency management and preparedness.	Water Bureau's <i>Water Blog</i> , PBEM social media/ Listserv + additional partners	Partner with the Water Bureau to create an article/blog/newsletter piece re: water emergency management.
Partner: Bureau of Environmental Services	FROM OUR PARTNERS (BES): What to do in a flood.	Bureau of Environmental Services <i>City Green</i> blog, PBEM social media/ Listserv + additional partners	Partner with Bureau of Environmental Services to create an article/blog/newsletter piece re: what to do in a flood, how to avoid pollutants, etc.

MONTHLY THEME + PARTNERS		CONTENT THEME	CHANNELS	STRATEGY
MONTH 3				
Theme: Sheltering	<p>In a disaster you may have to either evacuate or shelter-in-place. In the chaos of an emergency, it can be difficult to focus on what you are doing—know what to do to keep your family safe by preparing and practicing.</p> <ul style="list-style-type: none"> + Identify the best storm shelter in your home and practice getting to the shelter with your family. + Learn how to safely shelter in place. + Make a Go Bag for emergency sheltering (list of supplies, etc.) 	PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information on how to prepare for shelter during and after an emergency.	
Partner: Housing Bureau	FROM OUR PARTNERS (PHB): Emergency preparedness for people experiencing homelessness in Portland.	Housing Bureau's <i>Housing Blog</i> , PBEM social media/ Listserv + additional partners	Partner with Portland Housing Bureau to create an article/blog/newsletter piece re: emergency preparedness for homeless population.	
Partner: Community Alliance of Tenants	FROM OUR PARTNERS (CAT): What renters need to know about emergency preparedness.	Community Alliance of Tenants newsletter/community, PBEM social media/ Listserv + additional partners	Partner with Community Alliance of Tenants to develop an article/blog/newsletter piece on what unique things tenants need to know about emergency preparedness (who turns off the water/gas? Does their insurance cover damage? Etc.)	
MONTH 4				
Theme: Food	<p>An emergency food supply can be part of the food you use every day. The key to a good food storage plan is to buy ahead of time: replace items before they run out, buy items when they are on sale. Make sure your family, including pets, will have what they need during a disaster.</p> <ul style="list-style-type: none"> + Buy a three-day emergency food supply for your household. + Take steps to make sure food in your refrigerator and freezer will stay safe. + Make sure you can meet any special dietary needs in your household. 	PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information pieces on how to prepare a 3-day emergency food supply.	
Partner: Oregon Food Bank	FROM OUR PARTNERS (Food Bank): Preparing for an emergency supply of food when it's hard to feed your family day-to-day.	OFB newsletter/audience, PBEM social media/ Listserv + additional partners	Partner with Oregon Food Bank to write an article/blog/newsletter piece re: emergency food preparedness for low income/food insecure households.	
Partner: Meals on Wheels	FROM OUR PARTNERS (Meals on Wheels): Ensuring the elders in our community have enough food to survive an emergency.	Meals on Wheels newsletter/audience, PBEM social media/ Listserv + additional partners	Partner with Meals on Wheels to write an article/blog/newsletter piece re: emergency food preparedness for low income/isolated seniors in our community.	

MONTHLY THEME + PARTNERS		CONTENT THEME	CHANNELS	STRATEGY
MONTH 5				
Theme: Work, School and Community	Disasters can happen at any time. If you are away from home do you know where to find safe shelter locations? Do you know what the emergency procedures are for your child's school or for your workplace? Know how to make sure you and your loved ones are safe in a disaster, no matter where you are. + Make sure emergency procedures are in place for your workplace or school. + Give emergency kits to people who count on you (college students, elderly parents, etc.). + Know how others in your community will respond in a disaster.		PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information on how to prepare you and your family for an emergency— wherever you are.
Partner: Office of Neighborhood Involvement	FROM OUR PARTNERS (ONI): Connecting with your neighbors about emergency preparedness.		ONI newsletter/audience, PBEM social media/ Listserv + additional partners	Partner with the Office of Neighborhood Involvement on an article/blog/newsletter piece re: neighborhood emergency preparedness coordination, highlighting neighborhood associations.
Partner: Portland Bureau of Transportation	FROM OUR PARTNERS (PBOT): What will happen to public transportation during and after an emergency.		PBOT newsletter/audience, PBEM social media/ Listserv + additional partners	Partner with the Portland Bureau of Transportation to develop an article/blog/newsletter piece re: what will happen to public transit in 3 different emergency situations (ranging in severity).
MONTH 6				
Theme: Unique Family Needs	Every household is different. Does someone in your family have a medical condition that requires medication? Do you have a pet? Before a disaster happens, talk to your family about your household's unique needs. Make a list of special items you may need in a disaster. + Talk with family members to identify your household's unique needs. + Make a plan to make sure pets are taken care of in a disaster. + If you or someone in your household has a disability, create an evacuation plan that works for them.		PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information on how to prepare for any unique needs of your household in an emergency.
Partner: Oregon Humane Society	FROM OUR PARTNERS (OHS): Making sure your pet is safe and cared for in an emergency.		OHS newsletter/audience, PBEM social media/ Listserv + additional partners	Partner with the Oregon Humane Society on an article/blog/newsletter piece re: preparing for your pets safety and care during and after an emergency.
Partner: Office of Neighborhood Involvement's Disability Program	FROM OUR PARTNERS (ONI): Disaster preparedness for households including people with disabilities.		ONI newsletter/audience, PBEM social media/ Listserv + additional partners	Partner with the Office of Neighborhood Involvement's Disability Program to write an article/blog/newsletter piece re: emergency preparedness for households including people with disabilities.

MONTHLY THEME + PARTNERS		CONTENT THEME	CHANNELS	STRATEGY
MONTH 7				
Theme: Family Communication Plan	<p>Cell phones and the internet may be unavailable in a disaster. Cell phone towers quickly become overloaded with people trying to reach friends and family. If the power is out at your home, cordless phones, internet, and email will not work either. Prepare ways for you and your family to communicate during a disaster when these services are down.</p> <ul style="list-style-type: none"> + Have a phone with a cord and a car charger for your cell phone standing by in case of a power failure. + Develop a plan for how your family will stay in touch during a disaster. + Program In Case of Emergency (ICE) numbers into all family cell phones 	PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information on how to prepare to communicate with family members if/when cell phone towers and/or power is unavailable.	
Partner: BEECN Program	<p>FROM THE EXPERTS: A BEECN is a temporary radio communications site staffed by at least one person after a major earthquake and placed where you can report severe damage or injury or ask for emergency assistance when phones are down.</p>	PBEM social media/ Listserv + share with partners	Interview the head of the BEECN program and create an article/blog/newsletter piece re: how BEECN's help people communicate during an emergency and what BEECN's are designed to be used for.	
MONTH 8				
Theme: Get Involved	<p>90% of people are rescued by a neighbor following a large-scale disaster. People who are involved are the key to a disaster resilient community—a community that can withstand a disaster and get back to normal quickly (even if normal isn't the same as it was before). Community preparedness starts at home, if you know that your family is prepared at home, you will be better able to help others in your community.</p> <ul style="list-style-type: none"> + Promote emergency preparedness in your community. + Become a volunteer in your community (CERT, Red Cross, Neighborhood Watch, etc.). + Connect with an isolated individual in your neighborhood or start a neighborhood organization. 	PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information on how to get involved with emergency preparedness in your neighborhood and community.	
Partner: NET Program	<p>FROM THE EXPERTS: How, and why, to become a NET volunteer.</p>	PBEM social media/ Listserv + share with partners	Interview a NET volunteer and create an article/blog/newsletter piece re: the process of becoming a volunteer, the benefits of being a volunteer and a clear way for readers to sign up to become one.	
Partner: Local media outlets	<p>Local media: 90% of people are rescued by a neighbor following a large-scale disaster.</p>	Local media	If not already done this year, reach out to local media re: this month's theme of "Get Involved" and highlight the stunning fact that 90% of people are rescued by a neighbor following a large-scale disaster. Coordinate media interviews with community members who are preparing and provide resources/next steps for viewers.	

MONTHLY THEME + PARTNERS MONTH 9	CONTENT THEME	CHANNELS	STRATEGY
Theme: Be Informed	<p>Getting correct information during an emergency is the key to taking safe action. Someone in your household may not be able to receive, understand, or act on emergency information. Think about what special needs your household may have. Take action now to make sure everyone in your family will be safe in an emergency.</p> <ul style="list-style-type: none"> + Make sure everyone in your family knows what to do when they hear emergency warnings. + Get a NOAA Emergency Alert Radio. + Make sure everyone in your household can communicate in a disaster. 	PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information on how to ensure everyone in the family can receive, understand and act on information received during an emergency.
Partner: PublicAlerts	FROM OUR PARTNERS: PublicAlerts is your lifeline during an emergency— sign up today.	PublicAlerts networks, PBEM social media/ Listserv + additional partners	Interview the head of PublicAlerts and create an article/blog/newsletter piece re: what the program is, how to sign up, additional resources, etc.
MONTH 10			
Theme: Power	<p>A power outage is an emergency in of itself that often follows a natural emergency like an earthquake or winter storm. It's important to be prepared in advance.</p> <ul style="list-style-type: none"> + Have flashlights ready in an easily accessible place and check batteries in flashlights and radios. + Acquire and learn how to safely use a portable generator. + Create a power outage plan and decide what you can do before, during and after a power outage to minimize the effect on your household. 	PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information on how to safely meet your power needs during an electrical outage.
Partner: PGE	FROM OUR PARTNERS (PGE): What happend to the power grid during an emergency.	PGE networks/customers, PBEM social media/ Listserv + share with additional partners	Partner with PGE to create an article/blog/newsletter piece re: what happens to the power grid during a large-scale emergency (earthquake), what PGE's contingency plans are and what customers can expect following a disaster.
Partner: Bureau of Planning and Sustainability	FROM OUR PARTNERS (BPS): Create your own power, never be without it!	Bureau of Planning and Sustainability newsletter, PBEM social media/ Listserv + share with additional partners	Partner with the Bureau of Planning and Sustainability to create an article/blog/newsletter piece re: "solar for your home" and the emergency preparedness benefits of creating your own energy via a home solar system.

MONTHLY THEME + PARTNERS	CONTENT THEME	CHANNELS	STRATEGY
MONTH 11			
Theme: Emergency Supplies/Build A Kit	<p>An emergency is easier to handle when you have prepared ahead of time. Put together an emergency kit with important items to keep at home, and a go bag with items you will need to take with you if you evacuate. Think about what you and your family would need in a disaster. You can make kits for your home, car and/or workplace. Emergencies can happen anywhere.</p> <ul style="list-style-type: none"> + Gather your emergency supplies in an accessible place. + Create an emergency supply kit for your pet, your car, and your workplace or school. + Stash some cash in case ATMs and credit card machines are not usable in a disaster. 	PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information on how to create an emergency supply kit.
Partner: American Red Cross Cascades Region	FROM OUR PARTNERS: An emergency supply kit is easy to make and vital for survival in a disaster.	American Red Cross Cascades Region network, PBEM social media/ Listserv + share with additional partners	Partner with American Red Cross Cascades Region to create an article/blog/newsletter piece re: making an emergency kit for your household, lists, resources, next steps, etc.
MONTH 12			
Theme: First Aid	<p>An emergency can happen at any time and any place. Many public places have a first aid kit, oxygen, or an AED (automated external defibrillator) to treat people. These items can only save lives if someone knows how to use them. Actions you take in the first few minutes after an injury or other medical incident may save someone's life.</p> <ul style="list-style-type: none"> + Make or buy first aid kits for your home and car. + Take training in first aid, CPR, AED, or pet first aid. + Know what to do while waiting for an ambulance to arrive. 	PBEM social media/ Listserv + share with partners	Create a month's worth of social media posts, share graphics and "bite-size" information on how to prepare yourself to administer basic first aid and resources for training.
Partner: Portland Fire & Rescue	FROM OUR PARTNERS: What to expect from Fire & Rescue, and other first responders, after a largescale disaster.	Portland Fire & Rescue <i>Fire Blog</i> , PBEM social media/ Listserv + share with additional partners	Partner with Portland Fire & Rescue to create an article/blog/newsletter piece re: realistic expectations of their capacity following a large disaster, how residents can prepare themselves and resources to access.